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ALL NEW! DIFFERENT!

Agriculture

ED SCOFIELD'S

Spring
1953

GARDEN BOOK

RED RICH STRAWBERRIES

See Page 3



GOLDEN CHAIN TREE

\$5.95 each

See Page 3

*"Satisfaction
Guaranteed"*



ED SCOFIELD'S

Geneva Gardens

GENEVA, N. Y.

*Satisfaction
Guaranteed!*



CRIMSON KING MAPLE

Plant Patent 735

See Page 3



BLUE HYDRANGEA

See Page 3

FLOWERING CRAB. See Page 3



GINKGO TREE. See Page 3



New! TREES FOR SHADE AND BEAUTY

Absolute Satisfaction Guaranteed Or Your Money Back!

CRIMSON KING MAPLE

Most striking and most colorful of all shade trees. Every leaf, and even many of the stems, are gorgeous red crimson color (*See illustration left.*) So striking . . . so unusual . . . total strangers will stop to ask you what it is. The **ONLY TRUE CRIMSON COLORED MAPLE**, holding the same magnificent coloring from early Spring right through until the leaves drop in the Fall. The rich red color makes it a striking accent no matter where planted, no matter how used.

Similar in growth to the widely planted Norway Maple . . . grows just as strong, just as sturdy, just as fast! But . . . the coloring is a deep, rich glossy crimson that doesn't fade or become "washed out." There is no other shade tree like it.

These trees are extremely hard to produce and the demand is always greater than the supply. Stock very limited, so be sure to order yours early.

5 to 7 ft. trees . . . \$10.95

GINKGO TREE

Pronounced GINK-O . . . also called Maiden-Hair Tree. The most unusual and interesting in existence. There's no other tree in the world like it! (*See illustration on opposite page.*) Has very open, angular form, but attains beautiful form. Leaves curiously fan-shaped, deep green. Makes a handsome shade tree. Best shade tree for smoky, sooty sections where others trees will not grow. Exceptionally hardy and vigorous.

According to legend, insects will not go on this tree nor even crawl under it. In the Orient, it is planted around religious buildings and public areas because of this belief. Has been the "Good-Luck Tree" in Asia for many centuries. Grows well in any soil and transplants easily. Botanically it is the oldest living thing on earth.

4 to 5 ft. trees \$4.95; 3 for \$14.50

BLUE HYDRANGEA

Large, globe-shaped clusters of gorgeous light blue flowers cover the entire plant. Each melon-sized cluster contains thousands of individual florets. Enormous semi-double flower heads are frequently 12 to 15 inches across. They'll bloom constantly for you, and attract attention all this summer! Often the main stem produces 3 to 4 smaller flower clusters below the main head, which makes the whole plant solid with color. Blooms last 8 to 10 weeks or more . . . what a sight they are! Plant makes a bushy mound 2 to 3 ft. across and about the same in height. Very hardy and vigorous . . . may freeze back to the ground, but comes up again from the roots. **The more acid your soil, the darker blue the color of these blooms.** A magnificent, showy plant that grows well in full sun or partial shade. Use Blue Hydrangeas in several spots throughout your garden for a dramatic effect.

9 to 10 inch plants . . . \$2.25

FLOWERING CRABS

What a sight in early Spring when every branch is loaded down with blossoms! So thick and full that even a bumblebee can't fly through. These trees will be literally covered with thousands and thousands of lovely blooms. The pink type has **DOUBLE** flowers, making it fuller and more beautiful. The **RED** type has a striking, deep rich color!

Flowering Crabs make a well-shaped specimen plant . . . they're about 15 to 18 feet high, vase-shaped with a spread of 8 or 10 feet. From the first show of buds in early Spring, until every branch is loaded down with bright attractive crab-apples in the Fall, these trees are really a sight for sore eyes.

They're ideal in places where you want a neat, compact tree. Has generous "King-Size" beauty but will not crowd other trees.

RED FLOWERING CRAB—4 to 6' \$3.25

DBL PINK FLOWERING CRAB—3 to 4' \$3.95

ON FRONT COVER

GOLDEN CHAIN TREE

Laburnum Vossi . . . covered with hanging clusters of bright yellow chain-like blooms. In late Spring and early Summer, these striking clusters . . . from 12 to 18" long . . . hang from the branches like dazzling Christmas tree ornaments. Covered with long seed pods of silky green in mid-summer, later turning a rich glossy black.

Even the foliage and bark are unusual. The leaves are a clover-like, silky foliage, resembling a hand with fingers outstretched. Bark lovely soft clear green in early Summer, turning bright bluish green in July and August. Maximum height 20 to 25 ft.

Extremely hardy; can be grown almost anywhere except for extreme northern sections. Where temperature drops below zero, should be planted in slightly protected positions.

4 to 5 ft. trees . . . \$5.95

RED RICH STRAWBERRIES

"The best new everblooming strawberry since 1914," according to Minnesota Nursery Inspector George Nelson!

It's the biggest, reddest, sweetest strawberry you could ever hope to see and, it really IS everbearing! Red Rich out-produces and out-yields all the other strawberries by a mile.

Retains its deep red color right through the entire berry. Ripens evenly. So large that it hardly seems real . . . even a few plants in your garden will give you twice as many berries as any other variety. New plants produce a pint of berries per plant the first year. Double that after they're well established.

Wonderful for freezing! It remains firm and deep red all the time and doesn't mush up when it's thawed. So honey-sweet it doesn't even require sugar.

12 for \$2.95; 25 for \$5.00; 50 for \$8.50; 100 for \$15.00

Please Read—Important!

Dear Friend:

This new catalog has got more different things in it than a fruit cake. I've scouted around to find exciting new plants to make your garden more beautiful and more interesting. Go through the catalog carefully, because you'll find in it many plants you never even heard of before.

Absolute Satisfaction Guaranteed
I guarantee complete satisfaction with each and every plant you buy from me. Of course, I'm counting on you to take proper care of your plants, but if anything goes wrong and it's my fault, I'll absolutely send new plants or refund your money. You can order from this catalog with full confidence that if you aren't satisfied, it won't cost you a cent.

Many new customers write to me about how badly they've been "gypped" in ordering from other so-called nurseries. I know there are many companies selling plants through misleading advertising. Geneva Gardens is positively honest and fair in every way with every customer.

Why This Catalog Is Only Black and White
I'd have to spend thousands of dollars to print my catalog in color. If I spent that much money, it would mean I'd have to raise prices or skimp on quality. Rather than to cut quality, I send out this inexpensive black and white catalog . . . but there is no "saving" done when it comes to my plants. If you want fancy colored pictures at the expense of poor quality plants, then don't order from Geneva Gardens. On the other hand, I guarantee absolute satisfaction, and you can get the best plants in America . . . at a fair price . . . from Geneva Gardens.

Order Early To Avoid Disappointment
Year in and year out, my honest policy of satisfaction or your money back is making more and more people order from this catalog. Many of the plants I sell are unusual and hard to get. Many of them will be sold out before all orders are filled. To be sure of getting what you want, send me your order just as soon as you can.

Go through this catalog page by page with absolute confidence that every item, every word of copy, every price is honest and fair. Get your order in to me today and you'll have a better, more beautiful garden this coming Summer.

Ed Scfield



SPECIAL GIFTS

FOR ORDERS
BEFORE MARCH 1

The March and April "rush" in the nursery business is an awful headache! Help me to avoid it by getting your order in here **EARLY . . .** before March 1st.

On any order for \$10.00 or more received before March 1st, you may purchase 1 Pink Dogwood Rose (See opposite page) for only 75c. But remember . . . your order must be for at least \$10.00 . . . and it must be postmarked not later than March 1st, 1953!

WORLD'S FASTEST GROWING VINE!

This amazing vine (*polygonum auberti*) holds the gold medal as the fastest growing vine in the world . . . it actually grows as much as **20 to 25 feet in a single season!** In August, the whole vine is loaded with hundreds and hundreds of tiny white flowers. What a sight! And it blooms like that in clouds of white from August right up until frost. Foliage a beautiful tender green; looks delicate enough to vanish at a touch, but it's really as tough as leather!

FASTEST COVER FOR WALLS, FENCES, ETC.!

Plant it wherever you want a beautiful vine in a hurry. Ideal for covering large waste spaces, walls, fences, garages. My plants are really beauties . . . selected to give you amazing fast results and lots of bloom. Plant this Spring and watch it grow like Jack's Famous Beanstalk! You won't believe your own eyes when it starts growing.

THOUSANDS SOLD . . . NO COMPLAINTS!

I've sold The World's Fastest Growing Vine by the thousands; Customers have planted 'em from coast-to-coast . . . but I've yet to receive **ONE SINGLE COMPLAINT!** Here's a top quality plant that you can depend on 100% to out-grow . . . **out-perform** and out-distance any other vine you could plant!

HEAVY SELECTED PLANTS—\$1.75 ea.; 3 for \$4.95



Here's what you can expect
THE VERY FIRST YEAR!

EVERBLOOMING Pink Dogwood Rose

ED SCOFIELD'S Exclusive Cluster Type Rose Bush

Ideal for Hedges... Mass Plantings and Rose Beds

Next June when my amazing "Pink Dogwood" Rose blooms in your garden, you'll think some practical joker tied on masses of flowers from real Pink Dogwood Trees. You'll have dozens of blooms to every stem... dozens of heavy stems completely cover the whole plant. You absolutely can't beat this rose for masses of color from June through frost. No matter what you might plant, no matter how much you spend... nothing else can compare with this amazing bush. Each bloom has eight or ten petals, measures 3 to 4 in. across and looks exactly like a DOUBLE Pink Dogwood blossom. Bushes 3 to 4 ft. tall.

BLOOMS GUARANTEED IN JUST 10 WEEKS!

Plant this amazing rose any place you need a mass of rich pink color. Whether you want one plant or a whole hedge, plant this rose in preference to anything else. It makes a beautiful show in front of evergreens... ideal along walks and drives... superb for color accent scattered through the garden... in fact, I don't know of a single location where this rose wouldn't delight any gardener. Plant these for a 3 ft. flowering hedge that's always in bloom.

Every plant individually examined for sturdy canes, husky roots; State inspected to insure healthy, disease-free plants; grown and packed under my own personal supervision. Hedges of my extra-heavy plants will fill in quickly, give you protection and gorgeous masses of blooms within 10 weeks after you plant them!

Guaranteed-To-Bloom Plants \$2.00 ea.; 2 for \$3.85; 5 for \$9.50



Actual Size of Open Bloom

World's Smallest Rose TINIEST, DAINTIEST ROSE KNOWN!

Here's the daintiest, most intimate flower in existence. Just as beautiful, just as perfect as regular roses with blooms no bigger than a baby's dainty finger-nail! Perfect little plants only 4 to 8 inches high covered with tiny buds. The foliage, the buds, the blooms... every part of the plant so small that a mature bloom can be covered completely with an ordinary nickel. Yet all parts of the bloom are perfect in every detail. Hardy, disease-resistant... they're easy to grow; like partial shade.

Choose From These Colors

ROSA ROULETTI

Deep pink buds gradually lighten to dainty shades until the open bloom is a soft, silvery pink. Petals darker outside, silvery-yellow at the base. Bud less than 3/8" long.

ROSA OAKINGTON RUBY

Same dainty form and details as Rosa Rouletti, but has a deeper color. Slightly larger, the plants are sometimes 12 inches tall; the blooms 1" across. Buds are deep carmine, gradually changing to delicate crimson.

Either of Above Varieties.....\$1.45 ea.; 3 for \$4.25



So tiny, a thimble holds a whole bouquet!



(Above) An actual hedge of Pink Dogwood Roses, planted in my own garden in April... photographed following July! (Right) Close-up of a single bush. (Below) Close-up of a typical flower.



INDEX

TREES	
Shade Trees	2, 3, 6, 7
Dwarf Fruit Trees	10
5-IN-1 Apple Trees	10
Flowering Trees	20
Standard Fruit Trees	19
Evergreen Trees	15
ROSES	
Pink Dogwood Rose	5
Floribunda Roses	11
Climbing Roses	16
Patented Hybrid Tea Roses	17
Tree Roses	17
Favorite Hybrid Tea Roses	26-27
Giant Shrub Roses	9
VINES	
Assorted Vines	15
World's Fastest Growing Vine	4
FLOWERS	
Cannas	8
Begonias	8
Gladiolas	8
Dahlias	21
Phlox	21
Peonies	21
Lily of the Valley	21
Delphiniums	26
LIVING FENCES	
Multi-Flora Roses	12-13
Living Fence Care	13
Everblooming Rose Fences	26
OTHER PLANTS	
Evergreens	15
Azaleas	15
Rhododendrons	15
Berry Plants	15
Flowering Shrubs	3-18
Tools and Accessories	22-23
Spray and Fertilizer	25
	14

SPECIAL MINIATURE ROSE GROUP

4 PLANTS—2 Rosa Rouletti, 2 Rosa Oakington Ruby
ORDER GROUP 39.....ONLY \$5.35 (You save 45c)



LOMBARDY POPLARS



GOLDEN WEeping WILLOW

FAST-GROWING SHADE TREES!

LOMBARDY POPLARS . . . Tall, slender Lombardy Poplars, fast-growing . . . perfect for screen plantings from 10 to 40 feet high. In a short time they'll block out unsightly views . . . give your property an amazing glamorous "country estate" look . . . serve as a solid windbreak to protect and shelter your home and garden. These straight husky plants of mine are ideal wherever you want a tall screen that grows F-A-S-T. Trees may eventually become 40 feet high, but spread out only 5 or 6 feet at the widest part (just like the ones in the above picture). Plant 'em closer together or farther apart, according to your own particular needs. **I INSPECT EVERY TREE BEFORE SHIPPING.** You'll get rugged sturdy trees from me because I've actually grown 'em up to 6 feet high right here in the nursery before I dig and ship to you. Each plant passes an inspection test for heavy root system . . . straight trunk . . . all around vigor and high quality or I won't let 'em go out. That's why my trees are in such terrific demand

6 to 8 ft. trees \$1.55 ea.; 3 for \$4.55

(Special Quantity Rate . . . 25 trees or more \$1.35 ea.)

GINKGO . . . The Ginkgo is the most unusual and interesting tree in existence. Has very open angular form; leaves curiously fan-shaped, deep green. Best shade tree for smoky, sooty sections where other trees will not grow. According to legend, insects will not go on this tree and will not even crawl under it. In the Orient, it is planted around Religious buildings and public areas because of this belief. Grows well in any soil and transplants easily. Botanically it is the oldest living thing on earth. (See illustration inside front cover.) 4 to 5 ft. trees \$4.95 ea.; 3 for \$14.50

TULIP TREE . . . Unusual 4 to 5" blooms like yellow tulips cover tree in the Spring. Becomes very tall and straight. You can't beat this for an "unusual," fast-growing tree! May ultimately reach a height of 70 to 80 ft. An excellent shade tree even when young. Well shaped, vigorous and sturdy; has beautiful dark leaves of rather large size. Brilliant yellow in the Fall. A very permanent, sturdy tree, yet grows rapidly.

5 to 6 ft. trees \$4.25 ea.; 3 for \$11.95

SUGAR MAPLE . . . Big stately trees of massive size and interesting artistic shape. Rich green foliage. Even-true height 50 to 60 feet.

6 to 8 ft. trees \$5.95 ea.; 3 for \$15.95

GOLDEN WEeping WILLOW . . . Fastest growing tree of all . . . grows 5 to 6 feet in a single year! Beautiful golden colored bark! Unequaled for quick shade . . . immediate effect . . . gorgeous beauty almost overnight! These special Geneva-Grown trees have a root system you can't beat, so they quickly make prominent, striking trees no matter where or how used. Superior for shading hot, sunny lawns; to keep hot afternoon sun off your house . . . in fact, they're just about perfect for any home-owner who wants shade in a hurry. You can't beat this tree to get quick shade in barren, open hot places. Long slender branches "weep" down to the ground in sweeping grace. Very vigorous . . . grows almost anywhere, but prefers moist ground.

6 to 8 ft. trees \$3.95 ea.; 3 for \$11.50

4 to 5 ft. trees \$2.75 ea.; 3 for \$7.95

SILVER MAPLE . . . Fastest growing of all the maple trees. Foliage silvery underneath. The ideal tree to plant if you need shade in a hurry . . . grows 4 to 5 feet a year! Very satisfactory where quick effect is needed; this and the Chinese Elm gives fastest results. Ultimate height 50 to 60 ft.

6 to 8 ft. trees \$2.95 ea.; 3 for \$8.45

PIN OAK . . . Fastest growing and best of all Oak Trees for street and yard planting. Very regular, and well balanced shape. Tight compact grower until it becomes larger, when the branches begin to spread very wide. A beautiful shade tree when young.

6 to 8 ft. trees \$6.75 ea.; 3 for \$19.25



ABOUT CARE OF LIVING FENCE

The more often you cut back your Living Fence, the bushier it will become. For complete information on Living Fence, see pages 12-13.



WHITE BIRCH CLUMPS



CHINESE ELM

(All Shade Trees Shipped Express Charges Collect)

WHITE BIRCH CLUMPS . . . The rare, hard-to-find White Birch three stemmed C-L-U-M-P! Snow white bark with delicate shadings and fine dark lines. Bark becomes whiter and **WHITER** as the tree grows. I never have enough of these for everybody so be sure to order yours **EARLY!** All of my plants are specially selected . . . they have not just one, but **THREE STEMS** and the whitest, cleanest bark you've ever seen when they get older. (*Bark on young trees is dark.*) White bark shows up beautifully with the rich green foliage, giving each "triple-trunk" Birch a dramatic appearance. White Birch tree has a charm and delicacy unmatched by anything else in nature. No matter where you plant 'em, they always steal the whole show. My vigorous plants make a neat semi-dwarf clump 20-25' high when fully grown.

3 Stem Birch Clumps 5-6' Tall . . . \$5.95 ea.; 3 for \$17.00

3 Stem Birch Clumps 4-5' Tall . . . \$4.95 ea.; 3 for \$14.00

CUT LEAF WHITE BIRCH . . . Every leaf is deeply cut and serrated like fine embroidery! Trees have regular white bark and delicate green foliage . . . except that all the leaves have that unusual fern-like effect as a result of "cut" leaves. Very rare and beautiful trees. (These are single specimen trees; NOT clumps.)

6 to 8 ft. size . . . \$6.95 ea.

SILVER LINDEN . . . One of the most stately and well formed of all shade trees. Dense, uniform growth . . . rich dark foliage . . . vigorous and easy to grow. Ideal for street planting or for lawn specimen.

6 to 8 ft. trees \$7.00 ea.; 3 for \$20.00

SWEET GUM . . . Ideal for planting in damp, wet ground. Very well shaped, tall straight trees. Branches covered with peculiar ridges. Every leaf a perfect 5 pointed star. Rich, deep green color. Turns brilliant crimson-yellow in the Fall. Has round spindly seed pods that hang on during the Winter. Prefers good soil and lots of moisture.

6 to 8 ft. trees \$6.50 ea.; 3 for \$17.95

NORWAY MAPLE . . . Compact, well-shaped maples of steady growth. Dense, rich green foliage. Gorgeous coloring in the Fall. Ultimate height 40 to 50 ft.

6 to 8 ft. trees \$5.95 ea.; 3 for \$15.95

CHINESE ELM . . . Another particularly fast-growing shade tree! Strong, up-right trunk and large, well-shaped head; resembles other slower growing shade trees, but the Chinese Elm grows much faster . . . gives you a quicker effect than other Elms or Maples. *Here's a quick easy way to beat the heat . . . cool your home . . . install your own air conditioning simply by planting a few of these fast growing trees where they'll shade your house.* They'll lower the summer temperature as much as 10 to 15 degree. Also increases the value of your property by many times the moderate cost of the trees. The Chinese Elm is very hardy and vigorous; not at all particular to soil and exposure.

6 to 8 ft. trees \$3.15 ea.; 3 for \$8.95

ORIENTAL PLANE TREE . . . Comparatively fast-growing, unusually beautiful shade tree. Noted for silver and grey markings on trunk where old bark peels, leaving greenish white patches underneath. Makes a very large, stately shade tree up to 75' high in many years. Always well shaped . . . spreading and graceful. Large, glossy leaves, and odd ball-like clusters of fruit. An exceptionally beautiful, stately tree. Vigorous and easy-to-grow.

4 to 6 ft. trees . . . \$3.65 ea.

HONEY LOCUST . . . An usually delicate, graceful tree, having lovely fine-textured foliage. Leaves are individually small, but cover the tree in finger-like fronds. Becomes very tall, but always retains graceful, artistic form. Ideal where you want an outstanding tree of unusually beautiful shape and texture. Particularly vigorous and hardy.

4 to 6 ft. trees . . . \$3.65 ea.

WORLD'S BEST ROSE . . . Peace!

The gorgeous yellow Hybrid Tea Rose Peace is without question the most beautiful rose in the world! Its magnificent 5 to 6 inch blooms . . . gorgeous yellow coloring . . . and strong, dark leathery foliage, make it outstanding no matter where you plant it. Order Peace this Spring and enjoy the thrill of a lifetime.

Selected Plants
\$2.65 ea.; 3 for \$7.65



Striking Giant CANNAS

Stately tall plants with enormous foliage and great clusters of massive vivid colored flowers. Spectacular show because they're so BIG and dramatic looking. Bloom continuously from early summer to frost. Plant in good soil when the ground warms up. They'll grow 4 to 5 feet tall and bloom in a few weeks.

WINTER'S COLOSSAL—Vivid scarlet flowers 8 inches across; huge, showy, green foliage. Grows 5 feet tall.

YELLOW KING HUMBERT—Large 8" flowers of golden yellow spotted with red. Very striking dark green foliage. Grows 4 feet.

RED KING HUMBERT—Large brilliant orange-scarlet blooms 8 to 10 inches across. Purple-bronze foliage. Grows 4½ feet tall.

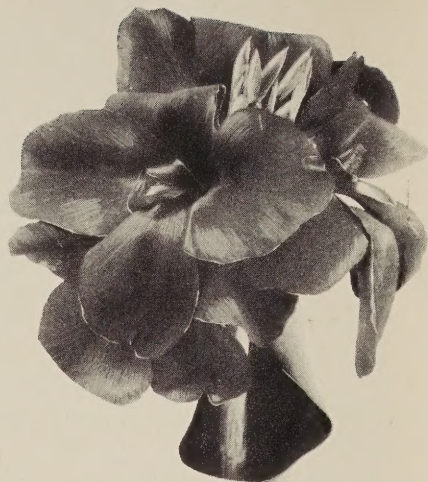
LOUIS CEUX—Beautiful 8 to 10 inches rose-pink flowers in abundance. Green foliage. Grows 4½ feet tall.

3 of same variety\$1.15

10 of same variety\$3.65

3 each of above 4 varieties

12 for \$3.95



Giant-Flowering, Double BEGONIAS

Most dramatic and amazing plants you can set out! You'll have gorgeous great big 8 to 10 inch blooms continuously from July until frost from bulbs you plant this Spring. What colors! Brilliant Red... Deep Scarlet... Dazzling Yellow! And what flowers too! They're Giant Hybrid bulbs especially imported from Holland, where these very same varieties may produce flowers up to 8 and 10 inches across! They'll do the same for you with

very little care. Simply start them in a cool shady place, where the soil is fairly rich. (Don't try to grow them in full sun!) Full planting instructions with every order.

Your Choice of Colors

BRILLIANT RED DEEP SCARLET
DAZZLING YELLOW SNOW WHITE
SALMON PINK

Postpaid: 50c each: 3 of same color \$1.15

1 each of 6 colors... 6 bulbs, \$2.45

3 each of 6 colors... 18 bulbs, \$6.15

Finest, All-Color GLADIOLAS

Large-flowered "glads"... ideal for colorful plantings in any garden. One of the best cut-flowers. They are easily grown in any good, well-drained soil in a sunny location.

Number 1, Top quality bulbs; not to be confused with inferior grade often sold at "bargain" prices. Guaranteed to bloom this year!

BRIGHT RED... LAVENDER
DEEP SCARLET... PURPLE BLUE
SNOW WHITE... GOLDEN YELLOW
DELICATE PINK... SALMON-ORANGE
DEEP PINK... TWO-TONE

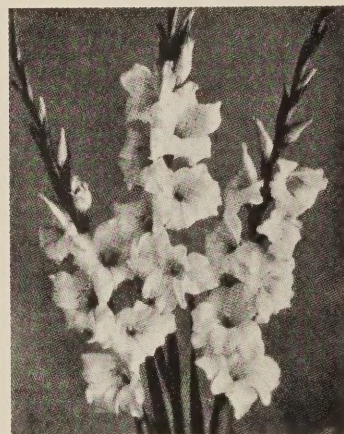
10 for \$.95; 50 for \$3.95

Deluxe Mixture 100 for \$6.95

Superb Named Varieties

The best and latest of imported Holland varieties as well as varieties famous for their exquisite color and size of bloom.

GENERAL EISENHOWER—	10	50
Strong, rich rose color	\$1.45	\$5.95
ELIZABETH THE QUEEN—		
Beautiful soft lavender	1.25	4.65
JUNEBELLS—		
Snow-white, large florets	.95	3.95
MANSOER—		
Ruby-red with velvety sheen	1.60	6.20
NEW EUROPE—		
Bright RED	.95	3.95
PAUL RUBENS—		
The finest purple	1.05	4.35
PICARDY—		
Immense apricot blooms	1.30	5.65
SPOTLIGHT—		
Deep yellow, scarlet blotch	1.45	5.95
YELLOW HERALD—		
Tall, pale yellow	1.30	5.65



Prize-Winning, Exhibition-Type DAHLIAS



Leading exhibition varieties; many flowers up to 7 and 8" across. Specially selected for their giant size of flower and brilliance of color. They are easy to grow in any sunny location. Plant in good soil when danger of frost has past.

GIANT, EXHIBITION DAHLIAS

California Idol—Bright yellow flowers on stiff stems.\$1.10 ea.; 3 for \$2.95

Cherokee Brave—Rich oxblood-red flower which does not fade. ..\$.95 ea.; 3 for \$2.35

Glamour—Immense true purple \$1.10 ea.; 3 for \$2.95

Michigan White—Pure white blooms 7 to 8 inches across.\$.75 ea.; 3 for \$1.95

Premier's Winsome—Giant Amaranth-pink with lighter shadings. \$.95 ea.; 3 for \$2.35

Sunrays—Orange and peach. Large flowers on 4½ foot plants.\$1.10 ea.; 3 for \$2.95

Collection—1 Tuber each of 6 exhibition varieties.6 for \$5.35

POMPON DAHLIAS

The smallest of all Dahlias; excellent for cutting. All flower abundantly. Blooms 2 to 3" across.

EDITH MULLER—Rosy orange and yellow

MARY NUNNS—Deep orchid-lavender

MORNING MIST—Lavender tipped white

SUNCLAD—Old favorite white

SUNSHINE—Brilliant scarlet

YELLOW GEM—Creamy yellow

\$.65 each; 3 for \$1.60; 6 for \$2.95

WORLD'S LARGEST ROSE

GIANT PINK NEYRON

The enormous blooms are up to 8 inches across and often MORE! Color varies from a lovely clear pink to a strong, deep pink in cooler weather. The plant itself is an all-star performer just like the bloom. Vigorous and hardy, it grows well under widely varied conditions. The GIANT PINK BLOOMS are many petaled and fully double . . . quite similar to a magnificent large pink peony. 2 or 3 of these plants make a gorgeous group in any garden. Blooms heavy in June and then re-blooms occasionally all Summer.

\$1.95 ea.; 3 for \$5.45



← over 8 in. across! →

ED

SCOFIELD'S

GIANT Shrub Roses



GRUSS AN TEPLITZ

Huge scarlet red blooms cover the giant 6 foot plants all season. One of these plants covered with dazzling red roses is truly a sight to behold! So free . . . so vigorous that the enormous blooms are in huge clusters all over the plants. Folks who have grown this scarlet beauty say, "*Gruss an Teplitz stays and stays, and stays. Absolutely the best of all roses for bold, striking garden decorations . . . you have never seen anything like it in your life!*" Generous blooms, striking red color and amazing growth make this one of the best of all Giant Shrub Roses. It'll look beautiful in foundation plantings around the house...it's ideal for planting right with your flowering shrubs, or it's gorgeous in the lawn as a specimen bush.

F. J. GROOTENDORST

Brilliant crimson-red blooms have a unique beautiful shape similar to a carnation. The bright color so freely produced in giant size clusters makes this plant a special attraction in any garden. You'll often pick one stem that's heavy with a dozen or more blooms; from Spring to frost these amazing red clusters just about cover the robust 6 foot plants. Color is that deep velvety crimson-red everyone likes so much.

BELLE POITEVINE

Each plant is so covered with clusters you'll hardly see the foliage! Yes sir . . . these buds frequently come a dozen or even MORE right on the same stem. And pretty! The bright pink roses have a lovely shape unlike any other. They're irregular and graceful, with deep indentations all around each petal. All season your new plants are just covered with these gorgeous pink clusters.

Any of above \$1.55 ea.; 3 for \$4.45; 6 for \$7.95

PINK GROOTENDORST

Millions 'n millions of lovely clear shell-pink blooms in huge clusters . . . Giant size bushes loaded with color all summer, once plants are well established. Each individual rose has the peculiar shape of a carnation, with as many as 20 and 25 such blooms to each stem. No wonder the bush stands out so prominently . . . the generous shell-pink masses cover the 6' bush.

FRAU KARL DRUSCHKI

The biggest . . . whitest . . . and most perfectly formed roses you ever saw cover this plant. It's practically an everlasting flowering shrub. Grows bigger and bigger every year. Blooms so white they'll remind you of newly fallen snow; form and size of each bloom is as near perfect as any rose you've ever seen. Blooms heavily in June and then re-blooms frequently during the entire season.

Any of above \$1.55 ea.; 3 for \$4.45; 6 for \$7.95

GIANT SHRUB ROSE COLLECTION

One each of Five Everblooming Giants

Gruss An Teplitz (scarlet-red)
F. J. Grootendorst (red)
Pink Grootendorst (pink)
Frau Karl Druschki (white)
Belle Poitevine (bright pink)

Group No. 12 ONLY \$7.35



ED SCOFIELD'S PLANTS ARE BEST!

My plants are grown under exacting conditions
. . . carefully sprayed, fertilized and cultivated.
If you can buy plants as good as mine for less, I'll
refund DOUBLE your money.

DWARF FRUIT TREES

Special Money-Saving

DWARF FRUIT TREE SPECIAL

Order some of my wonderful "baby" trees now, and within a year or so you'll actually start picking your first fruit. Mine are Absolutely Top-Quality, A Number 1, Geneva-Grown Dwarf Trees. None Better Anywhere at any price. Satisfaction GUARANTEED!

1 Dwarf Bartlett Pear

1 Dwarf McIntosh Apple

Order GROUP No. 63

Both Only \$6.95

DWARF APPLE TREES

RED MCINTOSH . . . Crisp, tender white flesh . . . oozing with sweet clean juice like nectar. You just can't beat a McIntosh for an eating apple. It's so much better than any other apple that there's no comparison . . . beats all other varieties for crisp, juicy eating! Even these "baby trees" bear tremendous crops of big, luscious bright red apples late in September. Every apple simply bursting with vitality, and so juicy we've thought of sending out bibs with every tree! Crisp . . . oh, brother! When you sink your teeth in one of these, you'll know you're eating something very special.

RED DELICIOUS . . . The famous red stored all winter long. It's a dark, on one end; frequently sold in stores during the Fall and Winter. A fine-textured, firm eating apple of sweet, crunchy flavor.

BALDWIN . . . A hard, solid apple that ripens very late, can be stored all winter long. It's a dark, shiny reddish-green with very hard flesh. Tart and snappy . . . makes the best apple-sauce and baked apples; also excellent for preserves and pies.

DWARF PEAR TREES

BARTLETT PEARS . . . So juicy you'll eat them with a straw. Gorgeous big yellow pears that have MORE juice. MORE flavor and MORE vitamins than any other pear on the market. Bartlett has been the Top-favorite with homeowners for years because it's so easy to grow, and is still of such amazing fine quality. These special Geneva-Grown trees start producing the first crop NEXT YEAR, and the Blue Ribbon pears off your own baby trees will be a special family treat each year afterward.

DUCHESS d'ANGOULEME . . . A fancy name, but this variety certainly deserves it! Bears enormous fruit so big your neighbors will rub their eyes in astonishment when they see these pears. The flesh is smooth and tender . . . absolutely oozing with honey-like juice. Honestly, you'll have to eat these pears with a spoon!

CLAPP'S FAVORITE . . . This one's a beautiful Mid-season Bartlett. A top favorite for eating . . . a top favorite for picking, but ripens 2 or 3 weeks earlier than the regular Bartlett.

**ALL DWARF
APPLE AND PEAR TREES**

\$3.95 ea.

3 for \$11.65 (postpaid)

**SEE PAGES 18 AND 19 FOR
A COMPLETE ASSORTMENT
OF OTHER FRUITS**

Grow your own peaches, pears, apples, berries, nuts, etc. A few dollars invested in these trees now, will pay off handsomely in a few years.

AMAZING 5-IN-1 APPLE TREE

Imagine having an apple tree that grows 5 entirely different kinds of apples! Yellow apples, red apples, striped apples . . . favorite varieties for pies, cooking, canning. Plant where space is limited; gorgeous when various colored blossoms appear . . . gorgeous when loaded with luscious fruit. Varieties are Baldwins, Jonathans, Red Delicious, Red McIntosh and Yellow Delicious.

4 to 5 ft. trees . . . \$3.95 ea.



**THE
ED SCOFIELD
GUARANTEE**

Gardeners all over the country who are sick and tired of getting "stuck" by mail have 100% confidence in my plants. No matter how large or small your order, I guarantee honest treatment and complete satisfaction.

EVERBLOOMING ROSES

FOR MASS PLANTINGS
FOR HEDGES OF ROSES
FOR ALL SEASON COLOR

**Bloom 10 Weeks After Planting;
Masses of Color Continue All Summer!**

PINOCCHIO . . . Blooms so profusely . . . so lavishly, that it's absolutely beyond description! Each bush is covered with hundreds of salmon buds and soft clear pink blooms. Cluster after cluster, each loaded with dozens of these lovely roses, make every plant a riot of color from June right through until frost. The illustration at the right shows what you may expect in your own garden this summer! Pat. 484.

RED PINOCCHIO . . . Same as Pinocchio (picture at right) but rich Red blooms are at least 3½ in. across . . . in huge clusters all over the robust plants. Color a rich dancing carmine, which deepens and becomes more velvety as the buds open. Bushy upright plant very broad and vigorous; exceptionally free-flowering on long, heavy shoots. Blooms hold their form and non-fading color for weeks!

Either of Above \$1.65 ea.; 3 for \$4.75



Pinocchio (above) is typical of the way these Floribunda Roses bloom . . . and BLOOM . . . and B-L-O-O-M. Plant them anywhere in the garden for an amazing display of color.

Red Floribunda Roses

IDEAL . . . Dark, scarlet-red . . . shaded with black. Deep, rich blooms produced constantly in immense, compact bunches. Loosely semi-double. Never without color from June to October.

\$1.50 ea.; 3 for \$4.35

ORLEANS . . . Dazzling cherry-red with masses of blooms day-in-and-day-out. Highly explosive . . . a color so bright it stands out like a beacon of beauty anywhere! Perfect for a bright spot of color.

\$1.50 ea.; 3 for \$4.35

RED RIPPLES . . . Wavy petals and clear, bright red color. Ideal for a Red Everblooming Rose Hedge! Great masses of blooms continue later in the season than most others. Very vigorous.

\$1.50 ea.; 3 for \$4.35

CHATEAU . . . Scarlet-crimson in a rich, strong tone! Covered with blooms from June right straight through to frost. Very double flowers, produced in masses of strong rich eye-arresting color.

\$1.50 ea.; 3 for \$4.35

FLORADORA . . . Unusual shade of scarlet-red, touched with orange-scarlet tones. A favorite because the color has a radiant quality. Blooms shaped like camellias. Very popular.

\$1.50 ea.; 3 for \$4.35

LAFAYETTE . . . Deep maroon-crimson with bright yellow-and-white center; semi-double. Very vigorous plants produce clusters of blooms all summer.

\$1.50 ea.; 3 for \$4.35

Yellow Floribunda Roses

GOLDILOCKS . . . Bright, spectacular yellow, "Stardust refined to gold" . . . One of the best of the Floribunda. Clusters of well-formed blooms all season. Pat. 672.

\$1.65 ea.; 3 for \$4.75

CAMEO . . . An unforgettable glowing orange-yellow . . . always the same . . . always beautiful because of its unusual coloring. Broad bushy plants covered with clusters of buds.

\$1.50 ea.; 3 for \$4.35

GOLDEN SALMON . . . Dazzling orange-salmon. A rose you'll love more and more for its masses of blooms. 4 or 5 plants in a group make an amazing display even in large gardens.

1.50 ea.; 3 for \$4.35

Pink Floribunda Roses

PINK DOGWOOD ROSE . . . Here's the BEST, and the MOST SATISFACTORY of all Pink cluster type roses in my experience. For complete description and pictures, see page 5.

FASHION . . . Clusters of rich oriental-red buds open to exquisitely formed blooms of coral-pink brushed with gold. Graceful wavy petals and a striking golden center. Pat. 789.

\$2.15 ea.; 3 for \$6.20

VOGUE . . . Perfectly formed blooms like miniature Hybrid Tea roses . . . but in a rare shade of cherry-coral. Has an apricot cast that makes it iridescent. A famous Prize-winning variety. Pat. 926.

\$2.50 ea.; 3 for \$6.95

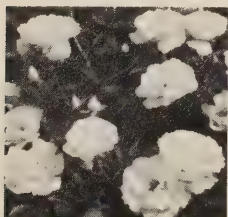
White Floribunda Roses

SUMMER SNOW . . . Heavy, full clusters of pure white blooms throughout the entire season. Absolutely one of the best for mass plantings and a permanent color effect. Easy to grow! Pat. 416.

\$1.65 ea.; 3 for \$4.75

KATHERINE ZEIMET . . . Clusters of perfect, tiny white blooms, like button chrysanthemum. Very unusual and "different" looking. Makes a grand show in mass plantings and in hedges.

\$1.50 ea.; 3 for \$4.35



ED
SCOFIELD'S

Geneva Gardens GENEVA, NEW YORK

SPRAY-N-FEED
You'll have BIGGER
plants and MORE
roses if you use
SPRAY-N-FEED regu-
larly. See details on
page 14.

FACTS ABOUT LIVING FENCES

Where, When and How To Plant

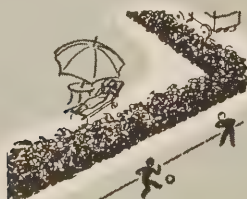
Makes an ideal screen planting 5 to 6 ft. high and 3 to 4 ft. thick. It's a dense tangle of thorny growth, and once it becomes established, absolutely nothing can get through. The blooms are small, white roses similar to blackberry blossoms.



Living Fences may be planted either in the Spring or Fall. Set them in reasonably good soil the same as you would plant any other bush. Cut them back frequently while they are small, to insure bushy uniform new growth.



No other plant will give you as much protection and privacy as a Multiflora Rose Living Fence. There are several inferior, cheap types on the market, but these should not be planted if you want fast, dense growth. Your Living Fence will give amazing results if you start with the right plants . . . and then take care of them in the right way.



Dense shade is not good for any hedge! Where a Living Fence is shaded by tall trees, the growth will not be as full and thick as the same plants growing in full sun. Almost all plants require direct sunshine to promote normal, healthy growth.



Good landscaping demands privacy from trespassers, a pleasant background for your garden. My specially selected Multiflora Roses make an ideal plant to provide this privacy and give your garden a lovely green background such as it needs.



Ed Scofield's Famous GUARANTEED!



SPRING IS THE PERFECT TIME TO PLANT LIVING FENCES

Be sure to plant your Multiflora Rose Bushes **THIS SPRING** for a 4-foot tall Living Fence **THIS SUMMER**. It's so easy! Plant 18" apart for garden hedges. (Use 25 plants for 40 ft. hedge; 50 plants for 75 ft. hedge; 100 plants for 150 ft. hedge.)

BEAUTIFY, IMPROVE YOUR PROPERTY.

Absolutely the hardiest, fastest-growing hedge plant ever known. You'll be amazed at the way it grows in any average soil. Will even tolerate partial shade. So tall (grows 5 to 6 feet high!), so thick, it makes the perfect hedge for yards and gardens; the ideal fence for farms. No upkeep, no repairs, nothing to maintain . . . just plant this Spring and forget it. Full, dense, grows faster than you can possibly imagine; yet stays just the way, you want it with easy, quick, trimming once a year for neat garden hedges.

SO BEAUTIFUL AND IMPRESSIVE—MAKES YOUR PROPERTY AN ESTATE!

Your friends . . . and neighbors, too! . . . will admire this colorful wall of luxurious foliage. Gives your home or garden a touch of distinctive rustic beauty. Lovely pinkish white blossoms in June, followed by thousands of gleaming red berries. Can add hundreds and hundreds of dollars to the value of your property. You'll be delighted by the compliments you get on your own Living Fences.

OTHER HEDGE PLANTS

GREEN LEAF BARBERRY

Perfect hedge plant for informal hedges 2 to 3 ft. high. Makes a very dense growth; easily trimmed to formal shapes or may be left untrimmed. Brilliant red berries in the Fall hang on all Winter. Plant 18" apart.

12 to 18" plants
10 for \$4.95
25 for \$10.95
50 for \$21.00

AMERICAN BOXWOOD

Ideal low hedge for borders around rose beds, formal gardens, terraces and etc. . . . Easy to grow and easy to take care of; grows slowly making a neat solid hedge. Small, deep, rich green foliage stays on all Winter. A number of these around any flower bed will make it look like a million dollars. (Needs Winter protection in extremely cold locations.) Plant 6 to 12" apart.

4 to 6" plants
10 for \$5.95
25 for \$12.95
50 for \$24.95

AMUR PRIVET

Hardest of all privets. Makes a solid dense hedge that can be clipped into neat square shapes. Grows rapidly; fills in quickly. Plant 12" apart and within a couple of years, it will make a solid hedge that you can clip to 30" high.

12 to 18" plants
10 for \$2.75
25 for \$6.25
50 for \$11.95

JAPANESE HOLLY

A marvelous evergreen shrub that is more tight and more compact than any plant. Thick glossy foliage completely covers every twig. Leaves tiny, rich leathery green. So tight and compact it never needs trimming. Perfect for low, neat borders around beds, gardens, and etc. Eventually makes a hedge 18" high.

Selected
4 to 6" plants
10 for \$5.95
25 for \$12.95
50 for \$24.95

LIVING FENCES!

**So Dense, No Person or
Animal Can Get Through!**

PLANT 18 INCHES APART—HAVE LIVING FENCE 4 ft. TALL THIS YEAR!

Grows luxuriously even in poor soil. You'll have a real, flourishing Living Fence this Summer; grows taller, thicker, more impressive each succeeding year. Ideal for game conservation too; berries and thorny protection attract song and game birds. Recommended for farm and home planting by U. S. Dept. of Agriculture and State Conservation Commissions. Recently featured in the Saturday Evening Post. Don't go another year without this privacy and protection. Satisfaction guaranteed or your money back. Plant this Spring for your own amazing Living Fence this Summer. Order NOW!

**Keep Out Damage,
Noise And Trouble**

HEAVY 15 to 18" GUARANTEED PLANTS

10 plants \$ 3.25 Postpaid	Makes Living Fence 15 ft.
25 plants \$ 5.95 Postpaid	Makes Living Fence 40 ft.
50 plants \$10.85 Postpaid	Makes Living Fence 75 ft.
100 plants \$21.65 Postpaid	Makes Living Fence 150 ft.

A trimmed Living Fence already 3 ft. high. This one was planted in October. Photograph was taken in the following July.



New! Grow Better House Plants!

FIRST AID KIT for AFRICAN VIOLETS

Excellent Results Guaranteed

You can easily keep your African Violets blooming perfectly all the time with this new FIRST AID KIT. You need no longer worry about what to do when your African Violets are attacked by pests such as aphids, leaf hoppers, thrips, mealy bugs, plant lice, red spider and mites. With this new First Aid Kit and the complete instructions that come with it . . . you can start treatment at the first sign of trouble. You can save plants that you would otherwise have lost. And saving just one of your valuable plants will more than repay you for the small cost of the kit.

Kit Made Up By Famous Expert!

My friend Dan Steinhauer is recognized as one of the country's leading authorities on African Violets. He has a place near here where he studies 'em, grows 'em, nurses 'em when they're sick (and sells 'em when they're healthy!) Dan made up this amazing FIRST AID KIT right from chemicals he himself uses to guard his priceless collection of plants. Now you can give YOUR plants the very same expert care!

First Aid Kit For African Violets

complete \$2.95
(Enough to last you several months.)

Kit comes with full instructions; ready-to-use. Contains SOIL-ENE to kill insects in soil; OP-TOX to kill insects on foliage and flowers. Also, special atomizer spray PLUS measuring dropper.

Also available: DAN STEINHAUER'S MAGIC SOIL FOR AFRICAN VIOLETS . . 1 lb. \$1.25
2 lbs. \$2.25

IF YOU NOW HAVE AN ED SCOFIELD LIVING FENCE,

Read This!

I planted a Living Fence in my own garden on April 25 last year. By the middle of July, it was over 2 ft. high, 18 inches through and it was full and solid. Here's a picture of it that I took August 1.



By the end of Summer . . . just 5 months after the plants were set out . . . my Living Fence was 30 inches tall and 18 inches through. It was so solid and dense that my 4 month old puppy couldn't get through it.

You should have the same kind of results and you shouldn't be satisfied with anything less. If your Living Fence isn't full and solid, you can make it that way by giving it the right kind of care.

First, don't be afraid to cut off new growth. Pruning doesn't hurt the plants a bit. The more you cut it back, the bushier and fuller it becomes. If your Living Fence is not uniform, cut it back just as hard as you want. Remember, cutting won't hurt . . . it will encourage more new growth to come up from the base.

Next, give your Living Fence several light applications of fertilizer to keep it growing vigorously. My own plants were not fertilized at all, but they were planted in reasonably good soil to start with. If your soil is dry and baked out, probably your Living Fence is starving. Remember that a new planting must have lots of plant food if it's to grow fast.

The more you prune and the more you fertilize, the more new growth you will have. Once you get a good solid base started, your Living Fence will grow as well or better than mine.

AMAZING, MIRACULOUS

New, Easy Way To

KILL BUGS-FEED PLANTS

Both At The Same Time

RESULTS GUARANTEED



Saves You Hours of Time And Hard Work

Now you can do two gardening jobs in one easy step. Simply spray your garden flowers with this one single solution, and forget about bugs, diseases and fertilizers.

Amazing New Scientific Formula

SPRAY-N-FEED combines the largest, most powerful bug and disease killers with a new amazing DuPont foliage fertilizer. It's the best All-Purpose spray on the market according to one nationally known plant scientist. Within minutes after applied, SPRAY-N-FEED is working for you in several different ways all at the same time. Kills bugs of any type, controls plant diseases and at the same time, the special foliage fertilizer enters the pores of leaves and stimulates plants instantly.

Grows Bigger, Better Plants; More Flowers

Use SPRAY-N-FEED regularly to make your plants so healthy and vigorous, that they may be up to twice as good as ever before. On one test where it was used on roses, this foliage feeding combined with insecticide made plants grow twice as big as before with twice as many blooms.

Satisfaction Or Money Back

I absolutely guarantee satisfaction or I'll refund double your money! No arguments. You be the judge, but order SPRAY-N-FEED early so you can start using it while new growth is still small. You must spray regularly from early Spring, right through Summer with this or any spray to get effective results.



COSTS SO LITTLE

11 oz. Postpaid \$2.95

enough for 24 rose bushes or equivalent
for entire season

29 oz. Postpaid \$4.45

enough for 72 rose bushes or equivalent
for entire season

SUPER SPRAY-N-FEED

AND

3 QT. EASY-PUMP SPRAYER



Rush your order to me so you can start using SPRAY-N-FEED now while new growth is still small. Get started with SPRAY-N-FEED before plants use up the nourishment in the soil . . . before bugs and diseases become serious! Early spraying gets best results!

BOTH
for only
\$5.95
(postpaid)
(Order Group No. 52)

For this special price of only \$5.95 you get enough SPRAY-N-FEED to take complete care of 24 rose bushes (or their equivalent) for the entire season . . . PLUS my easy-to-use, pressure-type 3 qt. galvanized sprayer. These 2 products will make your gardening easier and more successful than ever before. ORDER THIS SPECIAL OFFER TO-DAY!

**SPECIAL
OFFER**

Fold This Flap Down and Seal

From

PLACE
STAMP
HERE

ED SCOFIELD'S

Geneva Gardens

GENEVA

NEW YORK

FOLD ALONG THIS LINE

FOLD ALONG THIS LINE

Stick Gummed Flap Here


**SPECIAL GIFTS
For Early Orders!**

See Page 4

GET THESE GIFTS IF YOU

ORDER BEFORE MARCH 1st, 1953

Fold This Flap Down and Seal



TEAR

CAREFULLY

ALONG

THIS

TO INSURE BEST SERVICE

Please Read Carefully

ALWAYS USE SAME ADDRESS

If you have more than one address please use the same address on all orders and letters.

SHIPPING DATES

All plants will be shipped at the proper time for planting in your locality. Different items may be shipped at various times, so don't be surprised if your order doesn't all come in one package.

DAY OR TIME OF ARRIVAL

Customers often ask that orders be delivered on a Friday. This is impossible because I have no control over an order once it's given to the Post Office or Railway Express. If you want plants SHIPPED on a certain date, I'll gladly comply with your request . . . but can't be responsible for delays in transit.

SPECIAL NOTES AND QUESTIONS

Don't write notes and questions on orders. Put them on separate pieces of paper, being sure to include your name and address there too.

CHANGES IN YOUR ORDER

No changes or cancellations can be made after the 1st of April. Thousands of orders are being shipped at that time . . . and I may not be able to find yours during the heavy Shipping Season.

CHARGE ORDERS

If you wish to open a Charge Account, be sure to give me the names of three references . . . and send one quarter of the money for your order as an initial payment.



LINE

LANDSCAPE SIZE EVERGREENS



GLOBE ARBORVITAE . . . Compact globe shaped evergreen that stays low! Ideal for foundation plantings. Plant either side of steps. Never over 3' tall.



SPREADING YEW . . . Rich, dark spreading with graceful arching growth. Easily trimmed. Ultimate spread 6'.



PFITZER JUNIPER . . . Very popular low spreading evergreen with steel blue foliage. Feathery, delicate texture. 8' spread.



PYRAMID ARBORVITAE . . . Upright, compact growth; ideal for tall accent in foundation plantings. Narrow, column shape. Reaches 15'.



IRISH JUNIPER . . . Very narrow, tight upright shape. Easily kept to 3 or 4'. Ultimate height 5'.



MUGHO PINE . . . Unusual low evergreens. Has needles like a pine tree, but grows low and round; close to the ground. Ultimate spread 5'.



NORWAY SPRUCE . . . Beautiful green Christmas tree. Grows quickly into lovely shape. 60'.



UPRIGHT YEW . . . Rich, deep green foliage. Grows fat and upright . . . just as broad at the top as it is through the base.

12-15" tree
\$3.00

12-15" tree
\$4.75

12-15" tree
\$3.60

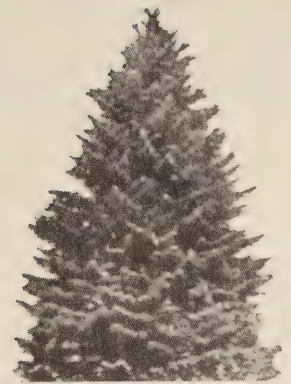
18-24" tree
\$3.60

18-24" tree
\$3.00

8-10" tree
\$3.60

18-24" tree
\$3.00

12-15" tree
\$4.75



COLORADO BLUE SPRUCE . . . Steel blue color and perfect shape have made this one of the most popular evergreens for home plantings. Useful for accent in foundation plantings, for striking display in lawn as a single specimen. Put lights on at Christmas.

15-18" tree **\$5.45**

All Evergreens Shipped Postpaid

SMALL EVERGREENS

Blue Spruce
or
Pine Trees } **4 for \$1.00**
(postpaid)

These are 5 to 10", 3 yr. old seedlings; ideal for growing on to landscape size. Seedling evergreens CANNOT BE GUARANTEED;
Canadian Hemlocks, 8 to 14";
Special Hedging Size 4 for \$2.00

AZALEAS & RHODODENDRONS

HYBRID AZALEAS . . . Specially imported from Holland. These are the gorgeous Azalea Mollis type . . . absolutely hardy. Most of my plants are already budded, so they should burst into bloom this very Spring. Enormous blooms, strong vigorous plants, will increase in loveliness year after year.

PINK RED SALMON-ORANGE
ORANGE-YELLOW APRICOT-YELLOW

12 to 15 inch extra heavy plants, budded and ready to bloom **\$3.95 ea.; 3 for \$10.95**

SPECIAL COLLECTION 19

All 5 colors **\$17.95**

HYBRID RHODODENDRONS . . . Hardy, easy-to-grow varieties imported from Holland, where they're widely used. Prefer an acid soil. Plant with peat moss or oak leaves. Evergreen foliage stays on all winter.

Red . . . Large blooms freely produced. Striking reddish-purple coloring.

Pink . . . Rich coloring and deep green foliage. Good grower. Strong clear pink!

White . . . Tight, compact grower with an abundance of pure white blooms.

Budded, Ready-To-Bloom 12 to 15"

Selected Plants **\$5.95 ea.**

VINES AND GROUND-COVERS

BOSTON IVY . . . Clings firmly to brick, stone or wood. Very shiny, large leaves. Perfect for fast cover on buildings, walls, etc. **\$1.35 ea.**

HYBRID CLEMATIS . . . Enormous blooms 4 to 6 inches across on a fast growing vine. Gorgeous from July through September. Prefer partial shade.

Henryi Creamy white
MMe. Andres Strong Red
Blue Star Lovely blue

\$1.95 ea.; 3 for \$5.65

ENGLISH IVY . . . Rich shiny evergreen foliage. Clings to buildings, walls, etc. Also ideal as ground cover in beds, borders, and on banks. **\$.95 ea.; 3 for \$2.55**

PURPLE WISTERIA . . . Extra heavy grafted plants; produces long clusters, lovely pale blue flowers before leaves appear. **\$1.65 ea.**

EVERBLOOMING HONEYSUCKLE . . . Fast growing vine covered with hundreds of scarlet and gold blooms. A gorgeous show from June to October. **\$1.45 ea.**

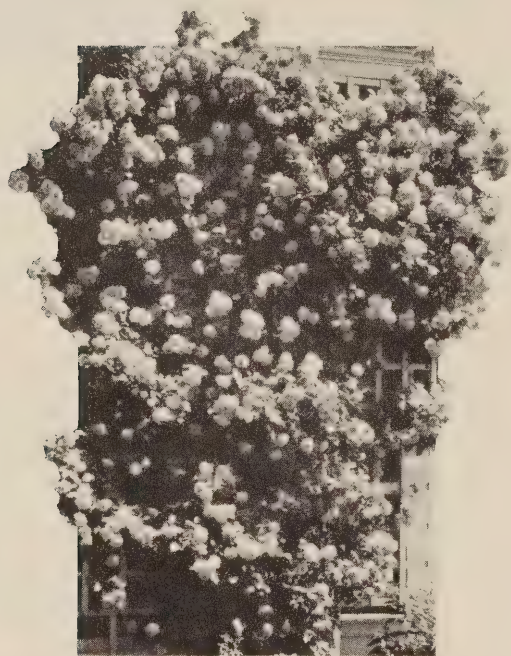
WORLD'S FASTEST GROWING VINE . . . See page 4.

EVERGREEN BITTER-SWEET . . . Beautifully spreading vine. Holds its shiny green foliage all through the Winter. Bright orange-red berries. Does well in shade. **\$2.25 ea.**

PACHYSANDRA . . . Ideal ground-cover in shady places. Rich glossy green foliage. Stays green all Winter. **10 for \$5.50; 25 for \$11.95**

Favorite CLIMBING ROSES

You Can Enjoy Millions Of Roses In Limited Space



PAUL'S SCARLET CLIMBER

Clusters of bright scarlet blooms like these completely cover the plant from top to bottom. Each bloom is 2 to 3 inches across, and they're produced in heavy clusters of a dozen or more such blooms to every stem . . . Once established, every plant is like a blazing sheet of dazzling scarlet; from top-to-bottom the masses of scarlet roses hide the foliage. Most popular and reliable of all red climbers, because the rich color remains clear and brilliant throughout the long life of the blooms. Doesn't fade like so many red roses, remains bright and clear all the time.

Paul's Scarlet Climber is so rugged and vigorous; so fast growing and so free flowering that it's been the favorite red climber for years. You've seen it on porches, garages, fences, walls and just about everywhere that a riotous mass of color was appropriate. Plant several in YOUR garden this Spring for a similar cascade of scarlet beauty.

\$1.45 ea.; 3 for \$4.15; 6 for \$7.95

BLAZE . . . Bright scarlet blooms in clusters just like Paul's Scarlet Climber described above. Well established plants may re-bloom during August and September.

\$1.65 ea.; 3 for \$4.70

4 Guaranteed EVERBLOOMING Climbers

CLIMBING PEACE . . . The big, husky plants are absolutely covered . . . drenched . . . bursting with Peace Rose blooms. They're each 5 to 6 inches across; just as beautiful as the Hybrid Tea Peace. (Climbing Peace needs some Winter protection in very cold areas.) Pat. 932. \$2.65 ea.; 3 for \$7.65

CRIMSON GLORY (Climbing) . . . Magnificent deep crimson blooms of perfect form. Just as beautiful as its famous namesake. Needs winter protection. Pat. 736.

\$2.40 ea.; 3 for \$6.85

NEW DAWN . . . Apple blossom pink. Blooms profusely in June, and re-blooms all season.

\$1.75 ea.; 3 for \$4.95

ALOHA . . . Deep, deep pink blooms of enormous size and lasting quality. Long stems. Heavy, disease-resistant foliage. One of the most beautiful deep pink climbers . . . and it re-blooms again and again all summer long.

\$2.65 ea.

AMERICAN BEAUTY (Climbing) . . . Large, fully double blooms of rosy-carmine cover the plants in June . . . re-bloom frequently. American Beauty has long been one of the favorite roses, widely known and loved for its outstanding color and form.

\$1.45 ea.; 3 for \$4.15

DR. VAN FLEET . . . Huge blooms of lovely pale pink. Actually as big and well formed as a perfect Hybrid Tea rose. Strong grower with rich glossy foliage, strong stems that hold the delicate apple-blossom pink blooms above the foliage.

\$1.45 ea.; 3 for \$4.15

PRIMROSE . . . The favorite bright yellow climber. Use freely throughout your garden for it's sure to be a high spot of interest and beauty. Very double blooms produced freely are of warm rich yellow . . . gorgeous against the dark foliage.

\$1.45 ea.; 3 for \$4.15

TALISMAN (Climbing) . . . The famous and widely planted Talisman rose in climbing form. A glorious combination of orange, yellow and rose-red. Huge blooms are as big and perfect as the Hybrid Tea of the same name. Blooms freely and persistently, but needs some winter protection in exposed locations.

\$1.45 ea.; 3 for \$4.15

HOW TO USE CLIMBERS . . .



Newest & Best **PATENTED ROSES**

As Reported By America's Leading Test Gardens



PEACE . . . Rose experts and catalog writers go stark raving mad when they try to describe this . . . It's so beautiful! . . . So perfect! . . . So darned awful easy to grow! I've told hundreds of customers, "Peace is without exaggeration the finest and most beautiful rose in the world." Order one if you don't have it already. I'll refund double your money if you don't say it's the best rose in your garden. **\$2.65 ea.; 3 for \$7.65**



Tree Roses are the Aristocrats of the garden world! They will give your garden exquisite new Beauty and Color unmatched by any other plant.

Tree Roses should be planted only in partially protected places; they're very easily injured by below freezing temperatures.

CRIMSON GLORY . . . A velvety-crimson rose you'll never beat for lovely form, depth of color and fragrance! Number 1 favorite of the American Rose Society for years; also voted most fragrant rose in existence. It's a toss-up whether this rose or **NEW YORKER** is the best red. **\$1.90 ea.; 3 for \$5.45**

CHARLOTTE ARMSTRONG . . . This one's enormous . . . over 6" across, and perfect in every way. A great favorite out in California. It's a deep-glowing rose-red; lots of blooms all season. **\$2.15 ea.; 3 for \$6.20**

DIAMOND JUBILEE . . . Holy smokes, what a rose this is! A big full bloom 6" and more across, of warm buff-orange. Sparkles and glistens in the sunlight. Heavy petals don't fade or burn . . . stems are very strong and straight. Very resistant to disease. Unique color and husky growth. **\$2.15 ea.; 3 for \$6.20**

FORTY-NINER . . . A brilliant two-color rose . . . inside of petals bright chrome-yellow, outside a vivid red. Color changes as you look at it from side to side. Swell form and good grower. **\$2.40 ea.; 3 for \$6.75**

K. T. MARSHALL . . . Here's a pink rose that's in a class by itself! Big and beautiful . . . it's the kind of rose you'll always love and admire. Huge graceful buds; slow opening and rich pink color. **\$1.90 ea.; 3 for \$5.45**

MANDALAY . . . Largest of all yellow roses; blooms frequently over 6" across! And its brilliant golden yellow color that never fades. Stands out in your garden like a beacon of beauty. **\$2.15 ea.; 3 for \$6.20**

NEW YORKER . . . A lot of experts call this "The Best Red Rose of All Times!" Guess they're probably right, too. It sure is a hum-dinger . . . so red it almost makes you blink your eyes when you look at it. Easy rose to grow. **\$2.15 ea.; 3 for \$6.20**

ENCHANTMENT . . . This peach-pink beauty doesn't seem real, it's so perfect. The coloring blends various silver and pink tones together into the prettiest picture you ever saw. Enormous 6" blooms all season. **\$2.15 ea.; 3 for \$6.20**

ECLIPSE . . . Golden-yellow blooms, deep green waxy foliage and remarkable "streamlined" buds put Eclipse in a class by itself. Blooms more profusely than any other yellow rose. Blooms constantly all summer. **\$2.15 ea.; 3 for \$6.20**

Gorgeous Rose Blooms on Grafted Trees!

TREE ROSES

Richer color . . . enormous blooms, better form, lovelier buds! You'll get the most beautiful roses you've ever seen in your life from these magnificent tree roses of mine. One customer told me that his tree roses were so beautiful that they were worth \$25.00 a piece to him. That's no exaggeration either because the blooms you get on tree roses are absolutely unequaled in any respect. If you like roses and want to see perfection for color, form and size, then plant tree roses this Spring.

EASY TO GROW—BEAUTIFUL ANYWHERE

They'll grow and bloom just like a bush rose except that the flowers are more beautiful. Tree roses don't require any special care or attention . . . yet their superb beauty and striking appearance will take your breath away. Tree roses fill a very special place in any garden large or small. No matter where planted, no matter how used, even one tree will make the most beautiful garden seem more beautiful . . . will make an ordinary back yard seem like an estate.

Christopher Stone . . . brilliant RED	Golden Rapture . . . clear YELLOW
Countess Vandal . . . yellowish-PINK	K. A. Victoria . . . pure WHITE
The Doctor . . . clear PINK	Talisman . . . orange-RED
Selected Tree Roses . . . any of above . . . \$6.95 (postpaid)	



Favorite BERRIES

RASPBERRIES

Everbearing INDIAN SUMMER

I Guarantee You'll Actually Pick Your First Raspberries in July if you plant this Spring.

Fat juicy raspberries fall off the bushes right into your hand, and then literally melt in your mouth. Millions of gardeners know INDIAN SUMMER as the dependable *Everbearing* kind . . . the ones that *bear a heavy crop in July and then start bearing again in September. They continue bearing right up until frost.* The bushes that I'm going to send you are specially selected. They've been transplanted in the nursery to develop an enormous, wiry root-system. Indian Summer Raspberry may start bearing fruit as early as June 20th. Then it **KEEPS GOING SO STRONG YOU'LL PICK DELICIOUS RASPBERRIES ALL SUMMER LONG!** There may be a time in hot August when the crop is light, but don't be surprised if you're still picking berries at Thanksgiving!

Of course, the berries are larger than you'd ever expect, and they just hang on the plants by the millions. You'll eat them fresh every day for months; you'll make desserts, shortcake and lots of other wonderful things. You'll also find Indian Summer a marvelous variety for storing in your freezer. Plant bushes 3 ft. apart in rows about 6 ft. apart.

SELECTED GIANT Plants 10 for \$3.75;

25 for \$8.95 (postpaid)

Newest Raspberry

(3 crop) SEPTEMBER

Here's the new hard-to-get everbearing raspberry recently developed by the New York State Experimental Station right here in Geneva.

Huge luscious, juicy raspberries start as early as June 20 and continue almost constantly right through until November.

You'll actually pick 3 crops!

Plants you order now are unconditionally guaranteed to bear in Spring, Summer and Fall! Guaranteed to be the finest raspberries you ever ate in your life. Money back if not satisfied.

10 Specially selected plants \$6.75

BLUEBERRIES

New GIANT HYBRID Kinds

Plants are highly ornamental, making a beautiful broad 4 - 5' bush. Blueberries are very fussy about soil; must have an acid condition or they won't grow well. Full planting instructions with every order.

STANLEY . . . Mid-season; of the very finest quality according to the Experiment Station here. Large, sweet fruit. This is the favorite variety with my customers too!

RUBEL . . . Late bearer; begins early in July and continues until August. Clusters of large, very luscious dark blue berries.

PIONEER . . . An old reliable mid-season variety. Berries **OVER 1/2" IN DIAMETER ARE COMMON . . .** and they're just as sweet as they are Big! Makes a bushy 4' plant.

JERSEY . . . Pick a few quarts of these when they're dead ripe, and then make them right into a pie. You'll never again be satisfied with "store bought" pie again.

ANY OF ABOVE Selected GIANTS 3 yr.
18-24" \$1.95 ea.; 3 for \$5.65

SPECIAL BERRY GROUP

10 Indian Summer Raspberries

2 Stanley Blueberries,

Order Group 71 ONLY \$6.95
(postpaid)

New Easy Way To Grow Strawberries!

STRAWBERRY PYRAMID BED

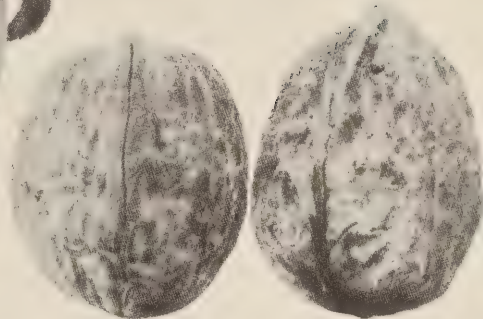
Strips of tough aluminum . . . build up to make an attractive pyramid garden; ideal for growing strawberries in limited space . . . complete with instructions.



3 ring—25 Plant-size pyramid bed (Postpaid) \$7.95
Same, plus 25 plants Red Rich Strawberries (Postaid) . . . \$12.95

4 ring—50 Plant-size pyramid bed (Postpaid) \$9.95
Same plus 50 plants Red Rich Strawberries (Postpaid) . . . \$18.45

These beds make a beautiful circular terrace garden in a very limited space. May also be used with creeping phlox, pansies and other flowers instead of strawberries if you choose.



Standard FRUITS

APPLES

RED MCINTOSH . . . Tender! Juicy! Sweet! Fragrant! . . . Red McIntosh has been the favorite eating apple for years.

RED DELICIOUS . . . Bright red, cone-shaped apple with 5 knobs. This is the firm, solid, fine-textured apple you find in stores.

BALDWIN . . . Dark, shiny red. Very firm and solid. Excellent late variety for cooking or canning. Not a table variety.

Standard 5 to 6' trees \$2.00 ea.

CHERRIES

SCHMIDT'S BIGARREAU . . . You probably call this **BLACK OX-HEART**. Huge, luscious maroon-black cherries simply bursting with juice and flavor. Sweet as honey, only much more fun to eat . . . especially when you pick them off your own trees. Largest and finest eatin' cherry.

4 - 5' trees \$2.35 ea.; 3 for \$6.75

MONTMORENCY . . . The leading Pie-Cherry . . . makes the kind of pies that win prizes . . . the kind that make you come back for a third helping! Bright red color and good size.

4-6' trees \$2.25 ea.; 3 for \$6.50

PLUMS

STANLEY PRUNE . . . Sweet, dark blue plums overflowing with delicious juice. Comes into bearing very young, and you can depend on a good annual crop. Best backyard orchard plum.

Standard Size 5 - 6' \$2.00 ea.; 3 for \$5.85

NECTARINES

SURECROP . . . If you want something unusual and also delicious, try one of these! Fruit ripens in September . . . the size of large peaches. White in color with markings of bright red.

Standard Trees 4 - 5' \$2.00 ea.

GRAPES

CONCORD . . . The undisputed KING of the blue grapes! Most widely grown, best known; gives biggest crops of any.

NIAGARA . . . Favorite WHITE grape. Sweet, distinctive flavor. Very vigorous, easy to grow.

*Any of Above Varieties
2 yr. No. 1 size 95c ea.; 3 for \$2.55*

GOLDEN MUSCAT GRAPES . . . Enormous clusters of Giant grapes . . . the kind you'd only expect to find in the tropics! Beautiful light golden color; very juicy.

Strong 2 yr. No. 1 plants \$1.70 ea.; 3 for \$4.85

APRICOTS

EARLY GOLDEN . . . Trees heavy with attractive fruit in July. Fruit oblong . . . orange-yellow spotted with red. Very hardy.

Standard Trees 4 - 5' \$2.25 ea.

PEARS

BARTLETT . . . So juicy you'll eat them with a straw! Sturdy trees bear very heavy crops of enormous bright yellow fruit in Fall.

SECKEL . . . You surely know this sweet, delectable little pear. It's fairly small; reddish-brown in color, and sweet as a nut!

*SELECTED GIANTS, 6 - 7', \$3.00 ea.
Standard Trees, 5 - 6', \$2.00 ea.*

PEACHES

Improved ELBERTA . . . The finest eating and canning peach in the world! Late in the season, every branch hangs heavy with big golden peaches. Sweet, golden flesh drips juice just like honey. Trees are small even at maturity, like a dwarf tree for landscape planting.

GOLDEN JUBILEE . . . The Favorite EARLY-bearing peach. Marvelous for cooking, canning and delicious fresh off the tree.

\$1.75 ea.; 3 of same variety \$4.95

NUTS

CHINESE CHESTNUTS . . . Big, fat delicious chestnuts right on your own trees. These new blight-resistant trees have nuts larger than the American chestnut, and every bit as sweet.

2 - 3' trees, \$2.80 ea.; 3 for \$8.25

ENGLISH WALNUT . . . Geneva-Grown from 50 year old parent trees right in this vicinity. You'll have regular annual crops of fine flavored English Walnuts for a lifetime.

3 - 4' trees, \$2.80 ea.; 3 for \$8.25

CURRENTS

RED LAKE . . . Loaded with enormous fat berries up to 1/2" in diameter . . . and they hang on the luxuriant bushes like that IN CLUSTERS! An amazing all-round backyard fruit. Very hardy, easy-to-grow, disease-resistant, bears heavily.

Strong, Husky 2 yr. plants . \$1.10 ea.; 3 for \$2.95

GOOSEBERRIES

POORMAN . . . Try these if you want a rare treat! Fat, red skinned berries similar to currants, tender flesh with a sweet flavor.

DOWNING . . . An unusually heavy bearer that thrives on light soil. Tender.

Either Variety 2 yr. strong plants \$1.10 ea.; 3 of same variety \$2.95

QUINCES

ORANGE QUINCE . . . You can't beat this for making delicious jams, jellies or marmalade. Bright golden yellow fruit in Fall; silvery pink blossoms in Spring. Very dwarf in character.

3 - 4' trees . \$2.80 ea.; 3 for \$7.95

ALL FRUIT TREES SHIPPED EXPRESS CHARGES COLLECT

WANT TO OPEN A 'CHARGE' ACCOUNT?

If you would like to open a charge account with Geneva Gardens, it's very easy to do. Simply send one-quarter of the total amount of your order in cash and give me the names of 3 references, including one bank. Once your charge account has been established, I'll be glad to accept your orders on the regular charge basis.

Note:

On all charge orders **CUSTOMER** pays all postage and shipping charges.

Absolute Satisfaction GUARANTEED or Money Back

FLOWERING DOGWOOD TREES

WHITE DOGWOOD TREES

Covered with enormous single blooms of purest white, frequently several inches across. Each flower has 4 heart-shaped petals surrounding a dark yellowish-brown center. In early Spring every branch on every tree is so covered with these lovely blooms that it looks like a swarm of graceful white butterflies. The best known and most widely planted of all flowering trees. Not hardy in severely cold regions.

White Dogwood Tree 3-4' . . \$3.95 ea.

PINK DOGWOOD TREES

Same beautiful tree as above, but blooms are rich, dark pink instead of white. The color and form of this special strain of pink dogwood has been carefully selected to insure maximum beauty, maximum bloom and complete satisfaction for you.



These guaranteed pink dogwood trees are all grafted, using a special selected type of grafting wood and an understock that guarantees heavy root growth. That's why 2-3' plants of Pink Dogwood cost . . \$5.95



CHERRY, Double PINK . . . Every branch seems bursting with large, double pink blossoms. Early in spring, you'll absolutely gasp with amazement at this magnificent sight.

Husky 3 to 4 ft. trees . . \$4.95 ea.

SILVER BELL TREE (*Halesia tetraptera*) Also called Lily-of-the-Valley Tree, attractive, round-headed bushy little tree. Has millions of small white bells that dangle from under the branches. Becomes only about 15 to 20 ft. high and almost as much across. Unusually beautiful.

3 to 4 ft. trees . . \$4.95 ea.

EUROPEAN MT. ASH (*Sorbus aucuparia*) Very neat, well-shaped, round-topped tree 20 to 25 ft. high . . . striking foliage somewhat like a miniature sumac. Has enormous clusters of brilliant orange-red berries in the autumn. Berries hang in huge clusters like a bunch of gaily colored grapes.

6 to 8 ft. trees . . \$4.95 ea.

GOLDEN CHAIN TREE . . . One of the most exceptional and most unusual of all flowering trees. See full color illustration on front cover . . . complete description, page 3.



REDBUD OR JUDAS TREE

(*Cercis canadensis*)

Very slender, graceful tree; becomes 15 to 20 ft. high. Every branchlet covered with clusters of small deep pink blossoms before the leaves appear in the spring. Very hardy.

3 to 4 ft. trees . . \$2.95 ea.

PEACH, Double RED Flowering . . . Reaches an ultimate height of 12 - 15'. Every branch like an artist's dream when it's covered with beautiful double red blossoms in spring.

3 to 4 ft. trees . . \$2.25 ea.

ROYAL "Red-Leaf" FLOWERING PEACH . . . A new exciting flowering tree that is covered with coppery-red foliage . . . deep, lovely pink blooms cover every branch in early Spring.

4 to 6 ft. trees . . \$2.85 ea.

FLOWERING CRABS . . . Favorite flowering tree because they're absolutely hardy, easy to grow and incredibly beautiful. See color illustration on inside front cover . . . complete description, page 3.



GIANT FLOWERED MAGNOLIA

(*Magnolia soulangeana*)

Early in Spring, trees are covered with huge, glistening pink and white blossoms like enormous tulips. Blossoms very early, before leaves appear. Very, very spectacular!

18-24 inch plants . . \$5.75 ea.

MAGNOLIA STELLATA . . . The famous Star Magnolia. In early Spring before leaves appear, the entire bush is covered with beautiful white star-like flowers 6 to 8 inches across. Very fragrant. Makes a bushy shrub up to 10 ft. high in slightly protected locations.

15 to 18 inch plants . . \$4.50 ea.

PURPLE LEAF PLUM . . . Deep, bronzy foliage all season. Dark copper color makes this tree prominent no matter where planted. From early Spring to late Fall, every leaf on every branch is the color of a shiny, new penny.

4 to 5 ft. trees . . \$3.25 ea.

DBL. SCARLET HAWTHORN . . . Covered with brilliant red blossoms in early June. Striking red berries in the Fall. Becomes 15 - 20 ft.

4 to 5 ft. . . \$6.75



All-Summer PHLOX

Imagine blooms like the one shown here **SIX TO SEVEN FULL INCHES ACROSS . . .** and in a dazzling range of sparkling colors. My selected field-grown plants guaranteed to bloom next July and August; then they'll **RE-BLOOM** again in late September. Every plant will have scores of blooms, adding a rainbow of color wherever you plant them. Absolutely hardy, plants grow 24 to 30 inches tall; require no special care to give you amazing results.

Choose From These Outstanding Varieties

BRIGHT EYES . . . Each floret a bright rose pink, accented with its dark red eye in the center.

MARY LOUISE . . . Pure glistening white. Best of this color. Huge white florets.

FLASH . . . A New Scarlet-Red Phlox. Gorgeous strong color a beacon of beauty wherever planted.

DAILY SKETCH . . . Brilliant salmon-pink with a striking crimson eye in each individual floret.

ROYAL PURPLE . . . Rich shaded violet with deeper eye. Unusual color. Best of the purples.

SALMON GLOW . . . Flame pink with lighter eye.

Any of the above varieties—postpaid 75c ea.; 3 for \$1.95

SPECIAL—ONE EACH OF ALL 6 COLORS—Group 48 . . . ONLY \$3.45 (postpaid)

Giant Flowered PEONIES

Favorite varieties of hardy peonies for planting this Spring. Will make big, vigorous clumps that bloom more profusely year after year. Very hardy and disease-resistant. No flower gives so much bloom for so little care.

EDULIS SUPERBA . . . Dark rosy-pink; enormous size and heavenly fragrance. Blooms often 7" across.

FELIX CROUSE . . . Glowing, brilliant red. Each flower so full with shaggy red petals that it looks as if it would burst apart. Also fragrant.

FESTIVA MAXIMA . . . Gigantic blooms of purest white with flecks of crimson.

LOUIS VAN HOUTTE . . . One of those deep, deep crimson peonies you never forget. Huge flowers, long stems.

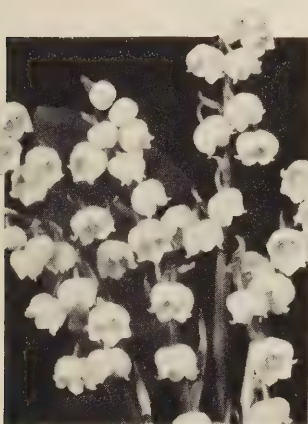
MONS. JULES ELIE . . . Famous soft glowing silver-pink. A delicate color.

SARAH BERNHARDT . . . Clear, uniform overall pink. Stands out like a beacon of beauty no matter where you plant it. Strong Field-Grown roots (3-5 eyes)

\$1.25 ea.; 3 of same variety \$3.75

PEONY SPECIAL—Group 46 ONLY \$4.95 (postpaid)

One each of 4 favorites . . . Festiva Maxima, white; Felix Crouse, red; Sarah Bernhardt, pink; Louis Van Houtte, crimson.



Super Fragrant LILY OF THE VALLEY

Here's another rare "find" that will make your garden more beautiful . . . **GIANT FLOWERED Lily-of-the-Valley!** This is a special type that I've known for years but never had enough to sell before. Great big fat white bells twice the size of ordinary kinds packed tight on each 8" wiry stem. And best of all . . . the fragrance is also sweeter and more pronounced. When you pick a big handful of these, you'll bury your nose in them like a bumble-bee going after his first taste of honey. You just can't get enough of this heavenly fragrance. Even a small bouquet will scent the whole house for a week.

Heavy clumps. . \$1.15 ea.; 3 for \$2.95

NEW! . . . RARE! Double Lily of the Valley

This Spring I'm going to have just 500 roots of an amazing, D-O-U-B-L-E Lily of the Valley. It's a gorgeous, rare plant for the dyed-in-the-wool plant lover. Nothing like it has been sold in the last 20 years . . . and may not be offered again for the next 20. While they last

DOUBLE LILY OF THE VALLEY . . . per root. . \$2.25 ea.; 3 for \$4.95

Shade Loving DAY LILIES

Beautiful, easy-to-grow perennials that will give you masses of color and beauty in your garden for many weeks. Yellow and orange flowers many of which are fragrant, having the form and grace of handsome lilies. Particularly useful for growing in partially shaded places. Plants increase so that they can be divided every 3rd year.

Assorted Colors: Yellow; Orange; and Yellow-Orange

\$1.35 ea.; 3 for \$3.50





(1)
ROSE OF SHARON
(Althea)

ROSE OF SHARON (Althea)

Tall, well-shaped tree-like shrubs that bloom through August and September . . . when few other shrubs show any color. Every branch covered with prominent 3 to 4 inch blooms like that illustrated above. Easy to grow!

Choose from these popular colors:

- Double RED** Rich, deep brilliant red.
- Double BI-COLOR** Double white with red center.
- Double PINK** Clear, rich sparkling pink.
- Double WHITE** Pure creamy white.
- Double PURPLE** Lovely warm purple shades.

Any of Above Altheas. \$1.35 ea.; 3 for \$3.75

(2) **HYDRANGEA PEE-GEE** (see color illus. inside back cover) Tremendous white cone-shaped flower heads, changing color as the blooms age. From pure white to deep pink. Gorgeous in July, August and September. \$1.25 ea.

HYDRANGEA, HILLS OF SNOW . . . Three to 4 foot bushes covered with soft, round heads of pure white blooms. Spreading, broad type of growth. . . . \$1.75 ea.

ALMOND, Double PINK . . . Small, compact growing shrub covered with pale pink rosettes in May. . . \$1.75 ea.

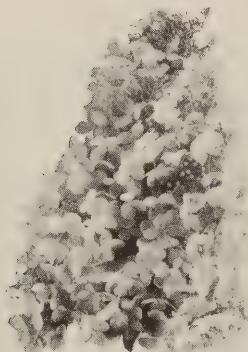
BEAUTYBUSH . . . Huge shrub completely covered from top to bottom with millions of delicate pale pink blooms in May and June. A very strong, showy plant. \$1.80 ea.

HONEYSUCKLE, RED . . . Broad, coarse shrub of 8 to 10 ft. size. Very fragrant, pink flowers in May. . . \$1.25 ea.

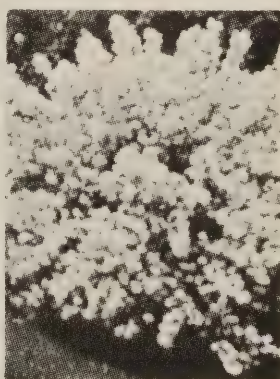
DWARF BLUE MIST . . . (*Caryopteris incana*) Low, broad masses covered with delicious soft blue-violet flowers in September . . . when few other plants in the garden show any color. Blooms are many-petaled, delicate and soft . . . warm, beautiful color. **BLUE MIST** is easy to grow; comes up broader and more profuse every year. Ideal in front of shrubs or evergreens. . . \$1.75 ea.

DEUTIZA, DOUBLE PINK . . . Big, massive and well-shaped bushes 6 to 8 ft. tall. Covered with thousands of bell-shaped, double pink blooms in June and July. Excellent shrub around the boundaries of your yard. \$1.25 ea.

KERRIA . . . GLOBE FLOWER . . . Bright yellow, ball-shaped blooms 2 in. across. Has a haunting fragrance you'll always remember once you've enjoyed it. Plant at least a couple of these for an exciting new thrill in your garden. Yellow blooms and lovely aroma. . . \$2.25 ea.



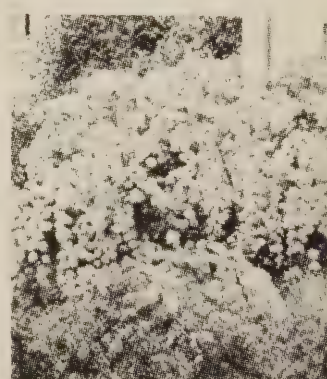
(2) **HYDRANGEA PEE-GEE**



(3) **FORSYTHIA**



(4) **French PUSSY WILLOW**



(5) **DOUBLE MOCK ORANGE**

41 FAVORITE GU FLOWER

BUTTERFLY BUSH (Buddleia)

(See color illustration inside back cover) A very strong-growing, bushy shrub that comes up fresh from the roots every year. Makes a broad, graceful bush . . . covered all during July, August and September with gorgeous 10 to 12 inch spikes of heavenly scented blooms. Choose from these colors:

FIRE FLAME . . . Striking, clear glowing red. Each flower spike stands out like a fire alarm of beauty and color. Dazzling and bright!

WINE RED . . . Deep, deep maroon spikes like Burgundy wine. A color and texture that's bound to attract favorable attention. Huge 12 inch spikes.

CLEAR PINK . . Clear, warm lovely pink color rarely found in flowering shrubs. Spikes are long and graceful . . . (See illustration inside back cover.)

Any of Above 3 Colors. \$1.65 ea.; 3 for \$4.55

MIDNIGHT BLUE . . . Strong, rich shade of deep, deep blue. So intense it fairly takes your breath away. The only other shrubs anywhere near this shade of blue are some of the French Lilacs. . . \$1.85 ea.

(3) **GOLDEN-BELL FORSYTHIA** . . . First golden flower of Spring. And what a welcome sight it is! Covered on every branch with hundreds of bright, dazzling yellow bells. Easy to grow . . . gorgeous to look at; plant them throughout your garden for a great show. \$1.25 ea.

WEeping FORSYTHIA . . . Branches spread out on the ground instead of growing upright. Same gorgeous spring yellow as regular Forsythia . . . but this one makes a mound of yellow when planted on banks . . . over rocks, or at top of terrace where its long branches can drape downward. *Particularly useful for covering steep banks.* . . . \$1.45 ea.; 3 for \$4.25

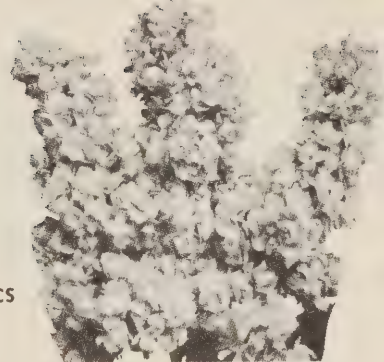
(4) **Giant French PUSSY WILLOW** . . . Covered with soft fluffy catkins of pearl grey. Entire plant covered in earliest spring. Bring branches indoors and put them in water for late winter bouquets. . . \$1.30 ea.

(5) **DOUBLE MOCK-ORANGE** . . . Purest, glistening white blooms 2 in. and more across. Branches covered in June; make these the background for your June-blooming perennials and roses. Easy to grow. . . \$1.75 ea.

FRAGRANT MOCK-ORANGE . . . *Most deliciously scented of all shrubs!* Pure white, single blooms just like Orange blossoms . . . plus heavenly fragrance! . . \$1.45 ea.

Guaranteed - To - Bloom RING SHRUBS

(10)
Hybrid
FRENCH LILACS



(7) GIANT SMOKE BUSH . . . A giant bush that grows 15 to 18 ft. tall. Late in the season . . . in August and September . . . it's completely covered with feathery masses of green or purple flowers that look just like clouds of smoke. *Its delicate mist-like flowers and soft cloud-like effect is absolutely different from any other plant there is.* Said to have been cultivated as a garden plant for 2,000 years . . . BUT few nurseries sell husky, mature plants. Very easy to grow. . . . **\$2.65 ea.**

(6) SCARLET FLOWERING QUINCE . . . Brilliant 4 in. blooms (like those illustrated below) cover the plants in early Spring before the leaves appear. Very showy striking shrub; grows only 2 to 3 ft. high, but makes a broad full plant. Color an electric scarlet-red. One of the easiest shrubs to grow, and one of the best foreground plants because of its broad compact growth. . . . **\$1.65 ea.**

TRUE RED FL. QUINCE . . . A hybrid Flowering Quince of strong, clear rich red color. Even if you have the regular variety, plant one of these to see for yourself what an unusual color it is. . . . **\$1.95 ea.**

ROSE TREE OF CHINA . . . Gorgeous 8 to 10 ft. shrub like a small tree. Double pink blossoms in April. **\$1.75 ea.**

SWEET SHRUB (Also Strawberry Shrub) Do you know this plant? If you do, you'll want it for your own garden because it's one of the great shrubs of all times. Has deep, deep red blooms 2 in. across . . . but with an amazing spicy fragrance like crushed strawberries. Use for sachets in bureau drawers, handbag, etc. **\$1.90 ea.**

Dwarf BLUE LEAF ARCTIC WILLOW . . . Lovely grey-blue foliage grows profusely . . . makes a broad, bushy plant ideal for backgrounds, etc. Likes wet soil. . . . **\$1.25 ea.**

EVERGREEN BITTER-SWEET . . . Deep, shiny green leaves hang on and stay lovely all winter. Vigorous grower; makes a broad semi-creeping shrub. Ideal for foreground of borders, foundations plantings, etc. Like shade. Husky, field grown plant, 9-12 in. . . . **\$2.25 ea.**

FOR SOUTHERN CUSTOMERS ONLY

Here are 2 gorgeous shrubs, but unfortunately they won't grow well north of Philadelphia.

ABELIA GRANDIFLORA . . . Broad, dense plants covered with lovely pink clusters in August. Foliage hangs on almost all winter. Excellent for hedges. . . . **\$1.25 ea.**

CRAPE-MYRTLE, Watermelon Pink . . . Blooms profusely all summer in the South. Unusual crinkled flowers up to 2½ in. across. Makes a handsome bush frequently 15 or 18 ft. tall. . . . **\$1.25 ea.**

GIANT HYBRID FRENCH LILACS

(10) Double RED . . . Deep, dark reddish-maroon masses cover the full strong plants. Each bloom a whole bouquet by itself . . . 8 to 10" across. Best of all red lilacs.

Double BLUE . . . Soft violet-blue in handsome irregular clusters of graceful shape and immense size. Each bloom made up of hundreds of individual florets . . . each one double and ½" or more across.

Double WHITE . . . Purest, snow white . . . what a sight when plants are weighted down with blooms!

Double LAVENDER . . . Lilac-lavender with pinkish tones. A delicate shade almost impossible to describe. Of course, this is the classic Lilac Color, but this new Hybrid has a warmth and magnetism rarely found.

Any of Above Lilacs . . . Husky 18 to 24" plants

\$1.95 ea.; 3 for \$5.65

DWARF RED SPIREA . . . Broad, flat blooms 4 to 5 in. across cover the spreading plants . . . and they bloom during the summer when you need color in the garden! Grows well in poor soil; ideal for foreground . . . only 3 to 4 ft. high when full grown. . . . **\$1.85 ea.**

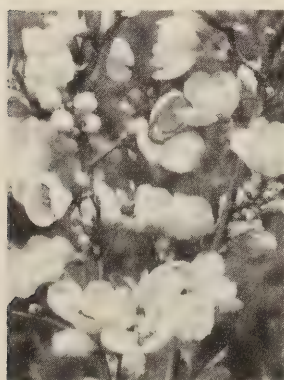
(9) TRUE BRIDAL WREATH . . . Every branch and twig is covered with tiny button-like rosettes of purest white. (See illustration below.) One of the most profuse, free-blooming . . . and most spectacular of all shrubs. Grows easily so you can plant it almost anywhere that you need a handsome 5 to 6 ft. bush. . . . **\$1.65 ea.**

SPIREA VAN HOUTTE . . . Next to Forsythia, this is the most popular, most commonly planted shrub in America. Arching sprays of broad white heads cover the plant. May be trimmed to formal shape. . . . **\$1.25 ea.**

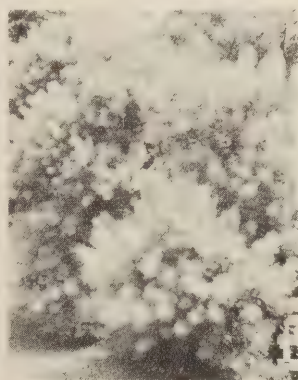
WITCH HAZEL . . . Delicate yellow flowers appear in late November and early October! Makes a bushy shrub or small tree sometimes up to 20 ft. high. . . . **\$1.95 ea.**

(8) WEIGELA, Dwarf RED . . . In May and June, a mass of crimson bell-shaped blossoms. Very good for its dense, compact habit of growth and reliable show of color year-after-year. Becomes 3 to 4 ft. tall. . . . **\$1.95 ea.**

EVERLASTING FLAME BUSH . . . Handsome glistening foliage of deep copper color all summer; remains deep and rich throughout the season. No flowers, but *this plant should be sprinkled generously around your garden to give it a change from other green foliage.* Makes a solid, full plant 18 to 30 in. high. Very thorny . . . excellent for hedges to insure privacy. . . . **\$1.35 ea.; 3 for \$3.95**



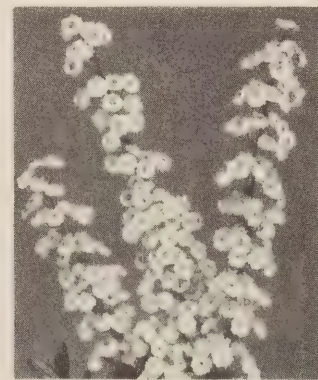
(6) FLOWERING QUINCE



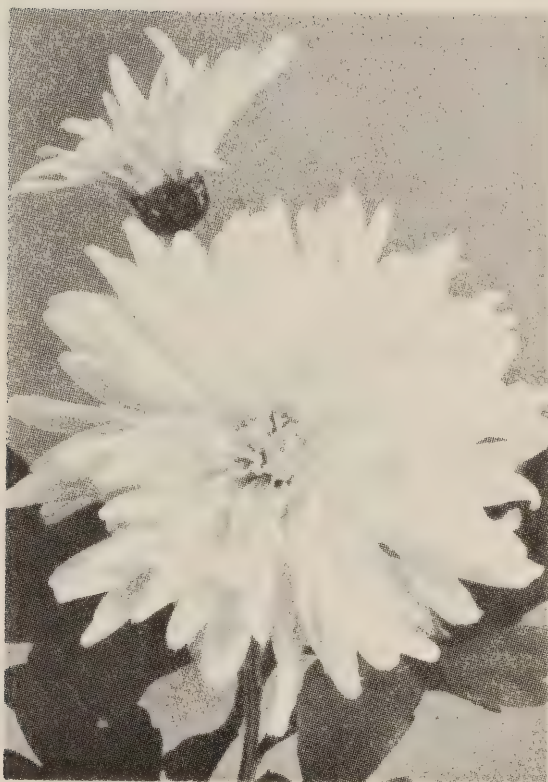
(7) SMOKE TREE



(8) WEIGELA, Dwarf



(9) TRUE BRIDALWREATH



CHRYSANTHEMUMS

Husky plants completely covered with masses of great big gorgeous blooms next Fall. Each flower up to 4 inches and more across . . . each plant will be so loaded with flowers you'll hardly see the foliage. Very easy to grow; simply plant this Spring in mellow soil and sunny location. Every plant will be 24 to 30 in. high by Fall.

GIANT EXHIBITION "MUMS"

Dazzling RED Bright YELLOW Clear PINK
Warm ROSE Pure WHITE

Any 5 plants \$3.75 Any 10 \$6.95
Any 20 \$12.00 (postpaid)

AUGUST-BLOOMING CUSHION "MUMS"

Earliest and most popular of the broad, spreading "Cushion" type of chrysanthemum. Plants become only 12 to 18 in. tall . . . BUT AS MUCH AS 2 FEET ACROSS! Covered completely with blooms in August.

BRONZE WHITE RED PINK YELLOW

1 each above colors All 5 only \$ 3.75
2 each above colors All 10 only \$ 6.95
3 each above colors All 15 only \$10.25

OTHER PERENNIAL FLOWERS

(These all come up year-in-and-year-out. You don't have to re-plant them at all.)

CREeping PHLOX (Moss Pink or Rock Pink) Every plant makes a broad spreading mass of color frequently 2 and 3 ft. across. Hugs the ground . . . plants only a few inches tall . . . truly a "Carpet" of blooms! Grow in any soil . . . even poor, dry sandy soil. Blooms cover the plants in April and May. (Plants ordered this spring will not always bloom first season.)

RED BLUE PINK WHITE

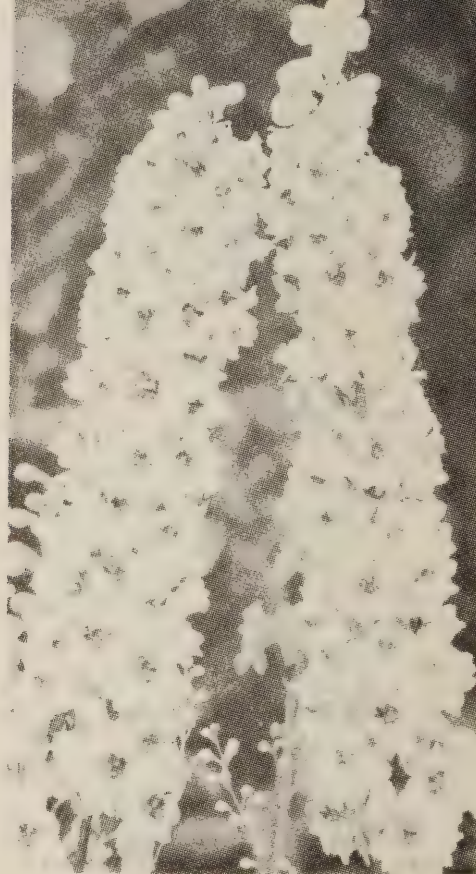
Any 5 \$3.50 Any 10 \$6.00
(postpaid)

GAILLARDIA . . . Broad, daisy-like blooms on long, strong stems; blooms practically all summer. Pure YELLOW, Deep Wine RED, Golden YELLOW. 3 for \$1.90; 6 for \$3.25

SEDUM BRILLIANT . . . (Pink Umbrella Plant) Immense heads of strong, rich pink blooms cover the plants in hottest mid-summer. Thrives in hot, dry locations where other flowers won't even grow. Silvery-grey foliage. 3 for \$1.90; 6 for \$5.25

FALL-BLOOMING ASTERS . . . Tall, strong plants covered with broad masses of color in late Fall. CRIMSON, DBLE. BLUE, PINK, WHITE, Giant BLUE. 5 for \$3.50; 10 for \$6.00

Dwarf CUSHION ASTERS . . . Low-growing plants spread to 2 and 3 ft. Covered with blooms in Fall. Shell PINK, Dark BLUE, PINK, WHITE, RED, Light BLUE. 6 for \$3.90; 12 for \$7.00



DELPHINIUMS

Gorgeous spikes of bloom frequently 2 and 3 ft. long . . . borne erect on sturdy 4 to 5 ft. plants. Easy to grow . . . spectacular in any garden, they're the favorite perennial with experienced gardeners and landscapers. Plant in fairly rich soil for Giant plants and Giant flower spikes. Colors range from dark blue, light blue, lavender, mauve to clear white. Sold only in mixed colors.

Selected plants, Mixed colors 3 for \$2.25; 10 for \$5.50

HARDY EVERBLOOMING CARNATIONS . . . Perfect flower for the foreground of beds and borders. Only 6 to 10 in. high . . . but it makes a broad mass that's always covered with colorful, highly scented Carnations or Pinks."

Bright SCARLET YELLOW WHITE

Clear PINK Dark BROWN

5 for \$3.75; 10 for \$6.00



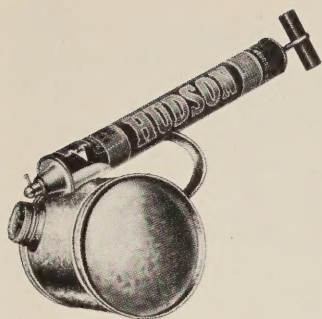
HARDY LILIES

Once established, these lilies increase in size year after year. This collection will give your garden new color from June, through September. Plant an assortment for continuous bloom. Plant in well-drained soil.

	Per 3	Per 10
AURATUM LILY . . . Immense white, spotted deep red	\$2.25	\$6.50
HENRYI LILY . . . Rich apricot-yellow. Blooms late..	2.00	5.50
ORANGE TRIUMPH . . . Brilliant orange in June	1.50	4.25
REGAL LILY . . . Best known and most widely loved of all. Immense white flowers, with pink shadings	1.40	3.95
SPECIOSUM LILY . . . Rose-pink spotted crimson.	2.25	6.50

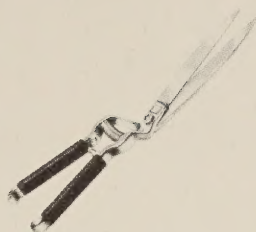
LILY COLLECTION

3 each of above 5 varieties 15 Lily Bulbs in all
15 for \$7.95



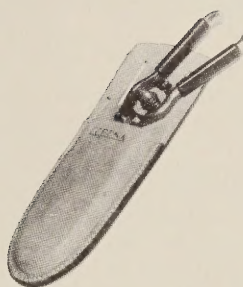
EASY PUMP SPRAYER \$3.55

3-qt., heavy gauge, lifetime sprayer. Slight pressure on the pump gives a continuous spray. Just 3 or 4 strokes and sprayer makes a fine mist that will cover both top and underside of foliage. Best inexpensive hand sprayer on the market.



GRASS CLIPPERS \$2.95

The only grass clippers that absolutely gives you a full blade length cut. No tire-some chewing or pulling. Made of fine Cutlery steel; blades stay sharp longer. Rubber covered handles give soft "no blister" grip. Patented steel lock operates with a flick of the thumb.



LEATHER SCABBARD \$1.95

Ideal way to avoid losing hand tools. Wear this on your belt to carry pruning shears, grass clippers, etc. Finest top grade cowhide, sewn with heavy waxed thread. Slotted end for easy belt attachment.



2 1/2 Gal. TANK SPRAYER \$9.85

An excellent, low priced pressure sprayer of the tank type. You simply pump up pressure, carrying the sprayer on your shoulder, spray is released by squeezing the handle.



PRUNING SHEARS \$1.95

Scissor-action shears with tapered cutting edge on both blades. Finest cutlery steel insures long life. They will cut like magic for years. Weigh only 5 oz. Rubber covered handles for easy grip.



ROSE BOOK \$3.50

Complete facts and information on rose growing written by secretary of the American Rose Society. "Rose For Every Garden" profusely illustrated; tells how to select roses, soil preparation, transplant, prune, winter protection, etc.



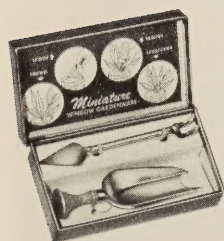
SOIL TEST KIT \$5.89

Makes 50 individual tests for nitrogen, phosphorus, potash, and acidity. Cased in sturdy imitation leather. Complete instructions. No knowledge of chemistry required. Helpful chart shows needs of lawn grasses, 75 flowers, 50 vegetables.



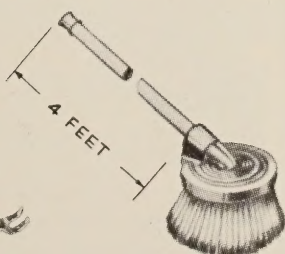
DELUXE TANK SPRAYER \$11.95

Finest tank-type sprayer for home-gardeners. Streamlined light weight easy-to-handle. 1 3/4 gal. capacity. 5 ft. plastic hose. All brass fittings. Adjusts from fine spray to long distance stream simply by turning nozzle.



HOUSE PLANT TOOLS \$2.75

Everything you need to keep house plants growing vigorously. Contains combination ramper-scoop and trowel-scratcher. Made of sturdy non-rusting metal. Brass finish. Make your own house plants grow better; ideal gift for friends.



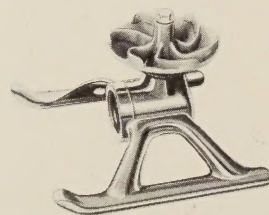
CAR WASHER \$4.95

Four-foot aluminum tube with special brush on end. Tube attaches to any garden hose. Water flows through brush head gently. You can wash your car in 10 minutes; ideal too for washing windows, porches, etc. Special bristles will not mat, or scratch any surface.



ALL-BRASS SPRAY \$6.75

Life-time built . . . solid brass and copper. Will not tarnish or rust under any conditions. Easy pumping gives continuous unbroken mist spray. The perfect sprayer for the perfect job. Holds over one quart.



LAWN SPRINKLER \$1.95

A low-cost sprinkler that will out perform and out last others selling for 3 times as much. Soaks up to a 30 ft. circle. Cast iron base. Needs no lubrication. Fits standard garden hose. New plastic sprinkler head.

FAVORITE HYBRID TEA ROSES

AMI QUINARD . . . Intense dark crimson, almost deep as black velvet. Beautiful urn-shaped bud seems black.
CHRISTOPHER STONE . . . Brilliant, sparkling scarlet-crimson. Very vigorous. One of the best.
CONDESA de SASTAGO . . . The leading two-tone rose. Fiery-copper red and rich yellow outside. Fragrant!
ETOILE DE HOLLANDE . . . So perfect, it's the standard against which other red roses are judged. Superb deep color, strong fragrance and profusion of bloom.
GOLDEN DAWN . . . Very large rich yellow. Gorgeous buds are splashed carmine and open into enormous sunflower-yellow fragrant blooms.
PRES. HERBERT HOOVER . . . An amazing blend of maroon and orange tones. Huge size, profuse, rich perfume.
MRS. SAM MCGREDY . . . Scarlet-copper flushed red.
NEIGE PARFUM . . . Like a gorgeous big white peony. It's recognized as the most fragrant of all roses!
PICTURE . . . The finest clear pink, according to American Rose Society rating.
POINSETTIA . . . Magnificent rich scarlet . . . like glowing fire-red. One of the finest red, red roses!
RED RADIANCE . . . Deep rosy-red . . . all fine qualities.
ROSLYN . . . Deep-golden yellow with darker shadings.
Any of above, Postpaid \$1.50 ea.; 3 of same Variety \$4.45



**ONE EACH
OF THESE 5 ROSES**

Guaranteed to Bloom In 10 Weeks!

ONLY \$6.95 Postpaid

ORDER GROUP 5



Gorgeous Flowering TULIP TREES

(See color illustration opposite page.)
 Blooms like delicately colored tulips 4 to 5 inches across cover the tree in the Spring. Colors are a blend of yellow, white and cream. An excellent, fast growing tall, straight shade tree. Ultimate height of 60 to 70 ft., but it's a well shaped tree even when young. Vigorous and sturdy; has beautiful dark leaves of rather large size. Turns brilliant yellow in the Fall. A very permanent, sturdy tree. Easy to grow!

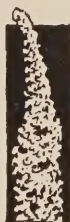
GET QUICKER RESULTS

My Tulip trees are always in big demand because folks know how fast and straight they'll grow. You'll be delighted with them from the time you first plant the 5 to 6 ft. tree this Spring until it becomes the most beautiful tree in your yard. Grows very quickly!

5 to 6 ft. trees \$4.25 ea.; 3 for \$11.95



MY GUARANTEE
 Every plant you buy from Geneva Gardens must grow the way you want it to or your money back. (Of course, you are expected to give the plants reasonable care.)



PINK BUTTERFLY BUSH

Gorgeous 10 to 12 inch blooms like that illustrated opposite page, cover the 4 to 6 ft. plants all Summer. Easy-to-grow . . . dies back in Winter, but comes up again in the Spring..

Other colors available (see page 22 for descriptions):

MIDNIGHT-BLUE FIRE-FLAME WINE-RED

BUTTERFLY BUSH COLLECTION

One Each All 4 Colors Only \$4.85



Color Changing HYDRANGEA

Covered with enormous flower heads frequently over 12 inches long. Colors change from pure white to deep rich pink (see Illustration on opposite page). A very fast growing, vigorous spectacular shrub that makes a gorgeous show under practically any conditions. Prefers full sun.

\$1.50 ea.; 3 for \$4.45



EVERBLOOMING ROSE HEDGES

You can have a gorgeous everblooming rose hedge in full flower 10 weeks after planting . . . and it will continue to be colorful with lovely clusters of roses right up until frost. Red Ripples (opposite page) and the Pink Dogwood Rose (page 5) are the ideal varieties for everblooming rose hedges. The very first year, they'll keep out small animals, children, trespassers, etc. These everblooming rose hedges are very spectacular in color . . . as well as practical and useful.

Pink Dogwood Roses, 10 or more, \$1.80 ea.

Red Ripples, 10 or more, \$1.25 ea.

(no less than 10 of same variety sold at these prices.)

**Everblooming
Hybrid Tea Roses**

**Neige Parfum
Condesa de Sastago
Picture
Golden Dawn
Ami Quinard**



HYBRID TEA ROSES. (Above)

Top: **Neige Parfum, Condesa de Sastago**
Bottom: **Picture, Golden Dawn, Ami Quinard**

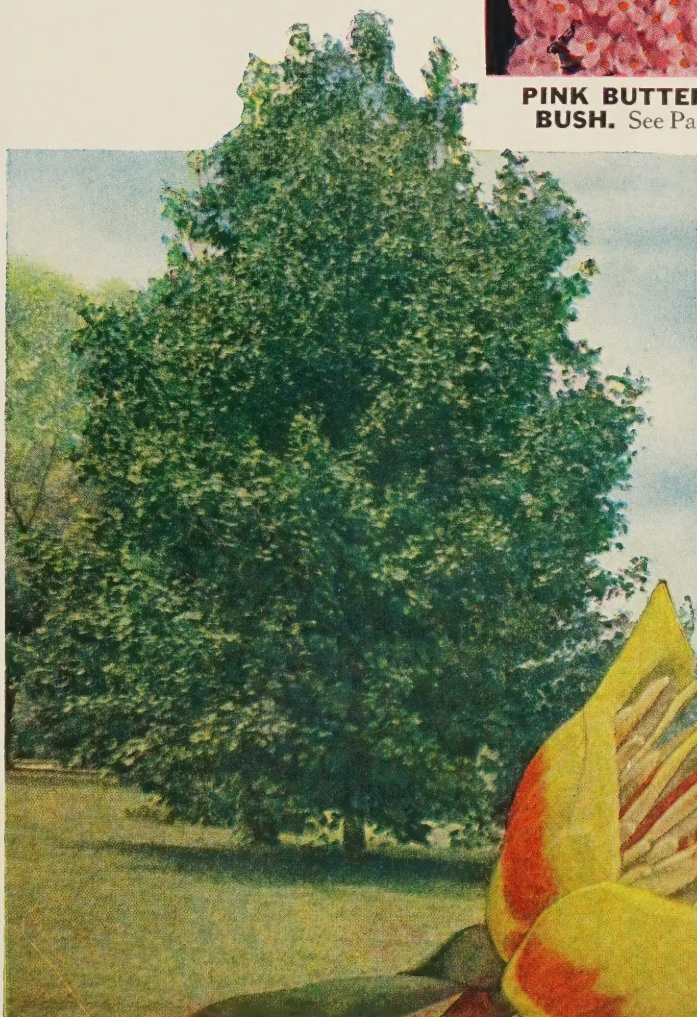


HYDRANGEA PEE-GEE

See Page 22

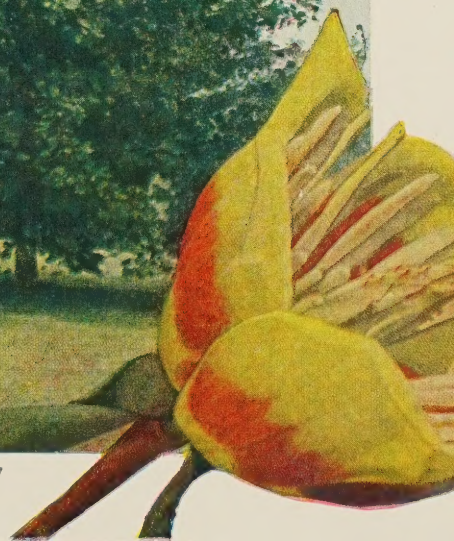


FLORIBUNDA RED RIPPLES. See Page 11



TULIP TREE. See Page 7

**PINK BUTTERFLY
BUSH.** See Page 22





ED SCOFIELD'S

Geneva Gardens

GENEVA, NEW YORK



RETURN POSTAGE
GUARANTEED



CAMELLIA FLOWERED BEGONIA

See Page 8



© **SMOKE BUSH.** See Page 23



GIANT FLOWERING PEONY

See Page 21

GIANT CANNA

See
Page 8

